



**MONTHLY BULLETIN, MICHIGAN SOCIETY OF ARCHITECTS • JAN. 1961 • 50c**

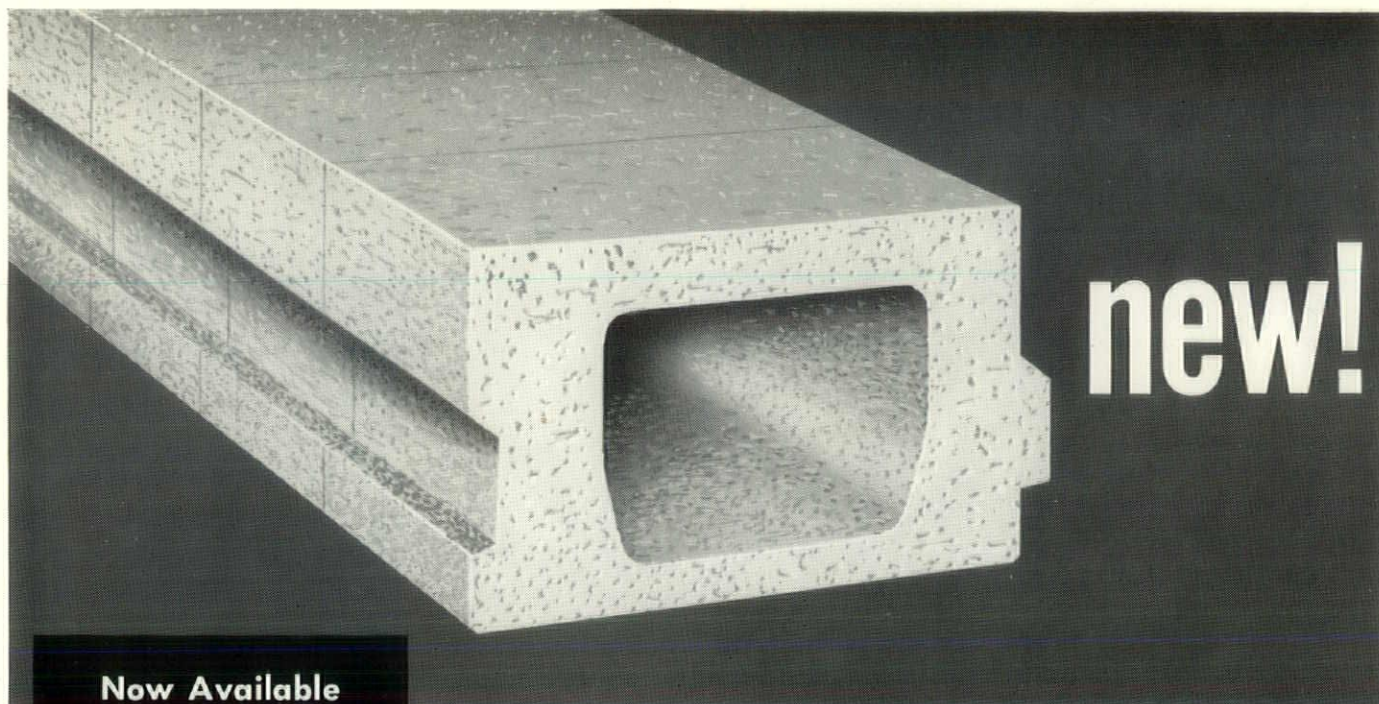
*Copy 1*

AMERICAN INSTITUTE  
OF  
ARCHITECTS  
JAN 17 1961  
LIBRARY

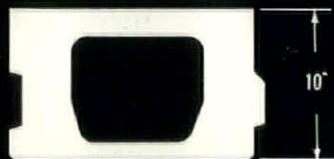
**INCLUDING  
NATIONAL  
ARCHITECT**

**A STATE ORGANIZATION OF THE AMERICAN INSTITUTE OF ARCHITECTS**





Now Available  
in  
Four Thicknesses



## Announcing 10" **DoxPlank** for longer spans, heavier loads

Introduction of this new 10" precast concrete slab increases the clear span and load possibilities of Finished-Ceiling DoxPlank for floors and roofs.

Expansion of the DoxPlank line to the four cross-sections shown at the left permits you to specify the Finished-Ceiling DoxPlank best suited for the job. Each type maintains the basic DoxPlank advantages of natural, finished-ceiling beauty with balanced sound control, excellent thermal properties, maximum fire resistance and low cost.

For full technical information on this new 10" DoxPlank, call or write your local producer listed below.

10" x 16" Doxplank Section—2"-3000 PSI Topping Maximum Superimposed *Uniformly Distributed Live Load																																				
SECT.	SPAN-FOOT																																			
	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33																
1044T	125	98	77	59	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—
1045T	178	145	118	95	77	61	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—
1055T	232	191	159	131	109	89	73	59	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—
1056T	295	246	207	174	147	124	104	87	72	59	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—
1066T	357	301	255	217	185	158	134	115	97	82	69	57	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—
1067T	—	—	314	269	231	199	172	149	128	111	95	82	69	59	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—
1077T	—	—	—	320	277	241	209	182	159	139	121	105	91	79	68	58	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—
1078T	—	—	—	—	331	289	253	222	196	172	152	134	117	103	90	79	68	59	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—
1088T	—	—	—	—	—	338	297	262	232	205	182	162	144	127	113	100	88	77	68	59	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—

\*Superimposed Live Load = All Loads In Addition To Topped Slabs In Place

## Finished-Ceiling **DoxPlank**

Manufactured by

### Wm. Moors Concrete Products, Inc.

31475 UTICA ROAD, FRASER, MICHIGAN

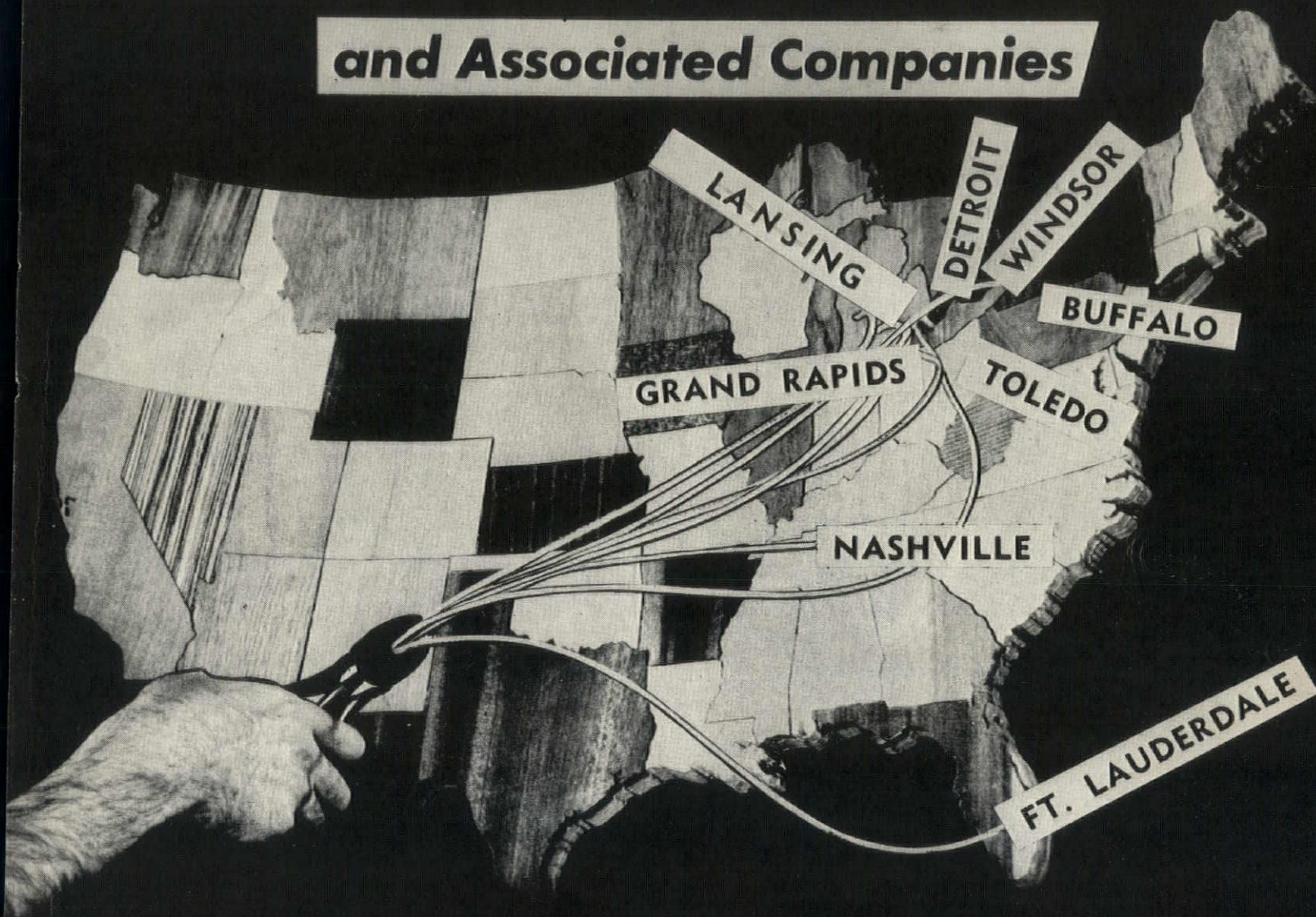
PRescott 5-7000

SERVING THE CONSTRUCTION INDUSTRY SINCE 1923



# Harlan ELECTRIC

**and Associated Companies**



WISHING YOU A PROSPEROUS AND HAPPY NEW YEAR

## **HARLAN ELECTRIC CO.**

6440 JOHN C. LODGE EXPRESSWAY  
DETROIT 2, MICHIGAN  
TRINITY 3-5600



The best ideas are more exciting  
in **concrete**



*Stanford University Medical Center, Palo Alto, Calif. Architect: Edward D. Stone, New York. Structural Engineers: Pregnoff & Matheu, San Francisco, Calif.*

## Decorative patterns in concrete give unity and beauty to new medical center!

Hospital, clinic, school, research laboratory—the many activities of the new Stanford Medical Center require 7 separate buildings. To bring this complex into one harmonious whole, ingenious use has been made of modern concrete. Precast grilles provide a strong light-and-shadow pattern over large areas. They also set a design theme which is repeated in bold relief on other concrete surfaces throughout the Center. The elegant beauty achieved gives dramatic evidence of concrete's esthetic versatility and its structural advantages. Today, more than one architect is acquiring a reputation through the creative uses of modern concrete.

**PORTLAND CEMENT ASSOCIATION** 2108 Michigan National Tower, Lansing 8, Michigan  
*A national organization to improve and extend the uses of concrete*



## LETTERS

### BULLETIN

On returning to the office today following an absence of several weeks I found the December 1960 issue of the Bulletin in which, on page 7, you reproduced a letter from the Ann Arbor News dated October 25, 1960, and signed "Concerned" on the subject of fees requested by three architectural firms who were being considered for appointment as architects for the New Ann Arbor City Hall building.

The letter from the Ann Arbor News stated that a Lansing firm submitted the lowest fee of 5%. Because of the fact that our firm was named in the news stories in the Ann Arbor News as the Lansing firm being considered, it is reasonable to assume that many of our colleagues who will have read the letter of October 25 from "Concerned" may believe that we did actually quote a flat fee of 5% for this work. That statement is definitely not true.

On August 19 we received a form letter from Mr. Larcum requesting us to submit certain information, including our fee schedule for the type of project be-

ing considered. Our reply to his letter, dated August 29, read in part as follows:

"Our normal fee for office buildings runs from 5% to 6% depending upon the character of the building, number of repeating units, whether or not building contains specialty items such as jail equipment, food facilities, etc. We would like to have an opportunity to discuss your proposed project with you in more detail, following which we will be pleased to quote a definite fee."

In all of our discussions with both Mr. Larcum and the Building Committee the only discussion relative to a fee revolved around a question as to how much additional charge, over and above the basic fee, would be necessary for full time supervision during construction and how much additional cost would be involved if we were to associate with an Ann Arbor architectural firm. We were never asked to state a definite fee for the project, nor did we do so.

Considering the nature of the work as it was finally explained to us, we believe that the 6% fee which the article states is being charged by Mr. Dow is entirely proper and is the minimum amount which the City should have expected to pay on a project of this nature.—**Kenneth C. Black.**

## Christmas Card

### BULLETIN:

Greetings from a Josiah. Last birthday I was 89. Next birthday I will be 90. I might make a verse of this but there ain't no rhyme for ninety. Best wishes for a long-time friend. — **GOLDWIN GOLDSMITH, FAIA, 4936 Bryce Ave., Fort Worth 7, Texas.**

The note above was on a Christmas card containing one of Mr. Goldsmith's poems:

For twenty years it has been fun  
To keep our Christmas verses going:  
But will there be another one?  
There is no knowing.  
There are so many ways to say  
Merry Christmas.  
(They are illimitable.)  
Than this there is no better way:  
Merry Christmas.  
(It is inimitable.)  
So that's the way for us to choose.  
We shall not need to seek our muse  
Or search the early morning dews,  
Or in the sunset's many hues  
Look for any better way  
For us to say:  
"Merry Christmas."

## Table of Contents

Letters .....	3
MSA Election, Reports .....	4-8
Producers' Christmas Party .....	10-11
National Architect .....	13-15
Architectonics, WM Chapter, AIA .....	17
Mid Michigan Chapter, AIA .....	19

Saginaw Valley Chapter, AIA .....	21	Builders' and Traders' Exchange, Detroit .....	39
Flint Area Chapter, AIA .....	23	Builders' and Traders' Exchange, Grand Rapids .....	41
Detroit Chapter, AIA .....	24	Builders' and Traders' Exchange, Lansing .....	43
Meathe, Kessler & Associates, Inc. ....	25-32	Producers' Council, Inc. ....	45
Draftsmen's Competition .....	33	Products News .....	47
MSA, Annual Convention .....	35	Bulletin Board .....	48
Mastic Tile Awards .....	36	Advertisers Index .....	48
Wald .....	37		

## Monthly Bulletin, Michigan Society of Architects, Volume 35, No. 1

including National

## Architect

### MONTHLY BULLETIN

Michigan Society of Architects  
120 Madison Ave., Detroit 26, Mich., WO 1-6700  
Talmage C. Hughes, F.A.I.A., Editor & Publisher.  
Edited and published under the direction of  
Monthly Bulletin, Inc.: Gerald G. Diehl, James B.  
Morison, Frederick G. Stickel, Directors.

**OFFICIAL PUBLICATION** of the Michigan Society of Architects: Charles A. O'Bryon, President; Charles H. MacMahon, Jr., 1st Vice President; Harvey C. Allison, 2nd Vice President; Clarke E. Harris, 3rd Vice President; Gerald G. Diehl, Secretary; George W. Sprau, Treasurer; Talmage C. Hughes, Executive Secretary. Directors: Vincent T. Boyle, Paul A. Brysselbout, Joseph T. Davenport, Herbert W. Johe, Earl G. Meyer, Auldin H. Nelson, J. Wesley Olds, David E. Post, Bruce H. Smith, Robert C. Smith, Frederick J. B. Sevald, James E. Tomblinson, Frederick E. Wigen, Philip N. Youtz.

The name "Monthly Bulletin, Michigan Society of Architects" is owned by Monthly Bulletin, Inc., a subsidiary of the Michigan Society of Architects, a Michigan non-profit corporation. Other-

wise owned by Talmage C. Hughes, F.A.I.A., founder (1926), editor and publisher, Executive Secretary of the Society and of the Detroit Chapter, The American Institute of Architects.

**OFFICIAL PUBLICATION**—Detroit Chapter of The American Institute of Architects: Paul B. Brown, President; Earl G. Meyer, Vice President; Lyndon Welch, Secretary; LaVern J. Nelsen, Treasurer; Philip N. Youtz, Frederick J. Schoettley, Sol King, Robert F. Hastings, Directors; Talmage C. Hughes, Executive Secretary.

**OFFICIAL PUBLICATION** — Western Michigan Chapter, A.I.A.: Gordon A. Belson, President; Robert C. Smith, Vice President; George N. Williams, Secretary; Robert L. Wold, Treasurer; Claude D. Sampson, Brice McMillan, F. Gordon Cornwell, Directors.

**OFFICIAL PUBLICATION**—Saginaw Valley Chapter, A.I.A.: Daniel W. Toshach, President; Jackson B. Hallett, Vice President; Leslie D. Tinknell, Secretary; Eugene C. Starke, Treasurer; Vincent T. Boyle, Paul A. Brysselbout Directors.

**OFFICIAL PUBLICATION** — Student Chapters of The A.I.A. at University of Michigan, University of Detroit and Lawrence Institute of Technology.

**OFFICIAL PUBLICATION** — Michigan Chapter of The Producers' Council, Inc. M. Eugene Han-

num, President; Emrys L. Williams, Vice President; Edward S. Parker, Secretary; Eugene L. Hambleton, Treasurer; Charles J. Mock, Membership; Mary Evorian, Recording Secretary, 17209 Wyoming Avenue, Detroit 21, Michigan. Phone: University 4-2664.

**OFFICIAL PUBLICATION**—Michigan Architectural Foundation: Arthur K. Hyde, President; Suren Pilafian, Vice President; Talmage C. Hughes, Secretary-Treasurer; L. Robert Blakeslee, Paul B. Brown, Gerald G. Diehl and Ralph W. Hammett, Directors. 120 Madison Avenue, Detroit 26, Mich.

**PUBLICATION OF** — Builders & Traders Exchanges of Detroit, Grand Rapids and Lansing.

**OFFICIAL PUBLICATION**—Women's Architectural League of Detroit: Mrs. Philip N. Youtz, President; Mrs. William H. Odell, Vice President; Mrs. Allan G. Agree, Secretary; Mrs. Frederick J. Schoettley, Treasurer; Mrs. Clair William Ditchy, Historian; Mrs. Gustave Muth, Parliamentarian.

**PERSONNEL**—Theodore G. Seemeyer, Jr., Editorial and Advertising Director; Gerald H. LaPiner, Advertising Manager and Associate Editor; Nick Demos, Circulation Manager; Ann Stacy, Secretary.

**SUBSCRIPTION**—\$4 per year (members \$2.00). 50c per copy.  
Listed in Standard Rate & Data Service. For further information, see page 1.





Advertisement

MICHIGAN SOCIETY OF ARCHITECTS BOARD OF DIRECTORS, IN ITS ANNUAL MEETING AT MCGREGOR MEMORIAL, WAYNE STATE UNIVERSITY, DETROIT, DECEMBER 15, 1960.

Seated, left to right: Charles E. Harris, new 3rd Vice President; Charles H. MacMahon, Jr., continuing 1st Vice President; Charles A. O'Brien, continuing President; Harvey C. Allison, new 2nd Vice President; Gerald G. Diehl, continuing Secretary; George W. Sprau, continuing Treasurer.

Second Row, left to right: New Directors: Herbert W. Iche, Robert C. Smith, Frederick J. B. Sevard, Philip N. Youtz; Louis G. Redstone (retiring), Clarence L. Waters (retiring), Talmage C. Hughes, Executive Secretary.

Not shown in the picture: Retiring Directors Clifford E. Gibbs, Walter E. Sanders and Malcolm R. Shilton; new Directors Paul A. Brysselboul, David E. Post (reelected), Joseph T. Davernan.

Photo Illustrators, Inc.

This photograph is through the courtesy of Besser Company, Alpena, Michigan. Copies available gratis to those who request them.



# MSA

## Election

Charles A. OBryon, of Grand Rapids, was re-elected President of the Michigan Society of Architects at the annual meeting of its Board in McGregor Conference Center, Detroit on December 15. Charles H. MacMahon, Jr., of Birmingham, was re-elected First Vice President. Harvey C. Allison, of Midland, was elected Second Vice President and Clarke E. Harris, of Lansing, Third Vice President.

Re-elected Secretary and Treasurer, respectively, were Gerald G. Diehl, of

Detroit and George W. Sprau, of Kalamazoo.

Other directors of the Society, to serve for the year 1961 are Vincent T. Boyle of Midland, Paul A. Brysselbout of Bay City, Joseph T. Daverman of Grand Rapids, Herbert W. Johe of Ann Arbor, Earl G. Meyer of Detroit, Auldin H. Nelson of Flint, J. Wesley Olds of Lansing, David E. Post of Grand Rapids, Frederick J. B. Sevald of Detroit, Bruce H. Smith of Royal Oak, Robert B. Smith of Kalamazoo, James E. Tomblinson of Flint, Frederick E. Wigen of Saginaw and Philip N. Youtz of Ann Arbor.

The Society, now in its 46th year, has 823 members. It is composed of five chapters of The American Institute of Architects in Michigan.



CHARLES A. OBRYON

# MSA

## Reports

### Administrative Study

Charles H. MacMahon, Jr., Chairman

#### STATEMENT OF PURPOSE

##### Section 1. Name

The NAME Of this Michigan non-profit corporation is the "MICHIGAN SOCIETY OF ARCHITECTS, a State Organization of the American Institute of Architects" and is hereinafter referred to as the "Society".

##### Section 2. Definitions

The terms "Institute" or "Chapter" as used in these By-Laws shall refer to "The American Institute of Architects" as incorporated under the laws of the State of New York, or to its local chapters established or to be established in the future within the State of Michigan.

Reference to "Society", "Board" "Committee", "Officer", "Members", "Meeting" or similar designations shall pertain or refer to the Michigan Society of Architects, a State Organization of the American Institute of Architects.

##### Section 3. Purpose

The purpose of this Society shall be to promote the art and science of architecture; to educate and assist its members, chapters, and others in the art and science of architecture; to encourage the development of the allied arts, particularly insofar as they may relate to the art and science of architecture, and to represent and act for the profession within the State of Michigan in all matters affecting the practice of architecture. The Society shall function as the state-wide representative of the unifying body for the various chapters of The American Institute of Architects chartered within the State of Michigan, on matters of state-wide interest affecting the members of such chapters.

The MSA shall develop liaison with organizations whose activities and purposes directly affect the architectural profession.

##### Section 4. Property

Neither the institute nor a chapter shall have any title or interest in any property of the Society or be liable for any debt

of the Society, nor shall the Society have any title or interest in any property of the Institute or a chapter or be liable for any debt of the Institute or a chapter.

##### Membership

Corporate membership in the Michigan Society of Architects shall follow membership in a Michigan Chapter of the American Institute of Architects.

Other categories of membership adopted from time to time by the American Institute of Architects shall be considered for duplication in the Michigan Society of Architects at such times as they are adopted by the AIA.

Other categories of membership presently offered by AIA Chapters shall be considered to be desirable.

Sustaining membership in the Michigan Society of Architects shall be eliminated when other means of financing our activities have been accomplished.

##### Ethics and Practices

The Michigan Society of Architects shall be on guard of the high standards of ethics and practices of the architectural profession. It should by all means possible emphasize the need for adherence to these through periodic review of the principles adopted by the AIA leading toward thorough understanding of these standards by MSA members.

It shall be the duty of the Board to consider cases of dishonest practice, violation of the "Standards of Professional Conduct", deceit, fraud or misrepresentation in the obtaining of a State certificate of registration, malfeasance or gross incompetency on the part of any architect registered in the State of Michigan, or cases of violation of the State law providing for the registration of architects, and to report its findings, with recommendations, to the State Board of Registration.

##### Education

A post-graduate and/or continuing education program in all of the basic architectural and such allied fields as shall subsequently be determined shall be developed by the MSA in conjunction with the architectural schools and made available to MSA members on a local basis.

##### Legislation

On the National Scene, the MSA has a strong voice in architectural affairs through its affiliation with the AIA and through direct contacts with policy-making persons and organizations.

As Michigan spokesman for the Archi-

tectural Profession, a heavy responsibility falls to MSA in legislative matters. Increased study and activity should be taken to protect and serve the people of Michigan and the Architectural Profession. The interests of other organizations should be recognized for their influence upon the legislation affecting the practice of architecture.

##### Public Relations

In recent years a Public Relation consciousness has been present in the development of each MSA activity. Organization policies are frequently re-evaluated in the light of their public relations impact.

Although it is, in fact, woven into the important segments of MSA's total program, what is generally considered as the "PR Program" of the MSA are the many activities of projects initiated and carried on specifically to (1) improve architectural practice, and service, (2) inform the public with respect to architectural policy and progress, and (3) organize and act in behalf of the architectural profession. In the ultimate, all are aimed at preserving and protecting the most valuable attributes of architectural practice as it exists today while adding those factors which can improve service and widen influence. MSA shall carry on and coordinate widespread informational and public educational services as part of its total PR Program.

##### Publications

Constant two-way communication between the Society and its members is absolutely essential. The MSA will, of course, continue to rely on the Monthly Bulletin, its preliminary and final programs, its legislative report, and proposes to supplement these with additional communications such as a President's Letter or other communications.

##### Services

The MSA will provide leadership and guidance to the Chapters and to individual architects as a basic policy. Some of the services currently offered or contemplated are as follows:

The providing of an Annual Convention, a Mid-Summer Conference, and other state-wide meetings.

Personnel placement.

Program planning for Chapters.

Providing guidance to the building industry.

The distribution of publications avail-



able from the AIA which are applicable to Michigan and the dissemination of other information vital to the profession.

Serving as coordinator between the building industry and the profession.

Reporting of construction volume and other business information.

Serving as a clearing house for architectural activities, problems and general correspondence.

A library service.

The provision of recommended minimum fee schedules.

Carrying out business and professional relationship with governmental agencies such as the Building Division, the Fire Marshall, etc.

The Michigan Society of Architects shall help the architect improve and protect his income by implementing and augmenting the AIA Business Services through the provision of advice to its members for experts in the subject areas, through educational media and through the providing of services within the power of the MSA to offer.

## Education

### George B. Savage, Chairman

Your Education and Research Committee for the year 1960 was composed of the following members:

Clarke E. Harris; Walter B. Sanders; Clifford Gibbs; Louis G. Redstone; George B. Savage, Chairman.

The activities of this standing committee are included in the following Sub-Committees—

School Building Committee — Clarke E. Harris, Chairman

Biddle House Committee — Adrian N. Languis, Chairman

Preservation of Historic Buildings — Charles W. Strieby, Chairman

Registration Act — Walter B. Sanders, Chairman

Facilities for the Aged — James Bayne, Chairman

Pan American Congress — Louis G. Redstone, Chairman

The Committees listed have continuing programs and considerable ground was covered under many of those items listed.

The School Building Committee worked closely with the State Fire Marshal Division throughout the year, followed the Michigan State University School Building Conference, worked closely with the Michigan Association of School Boards in connection with their meeting in Grand Rapids, participated in the activities of the Citizens for Proposal No. One just prior to the election in November and worked closely with the Fire Marshal's Office concerning the fire prevention section of School Bulletin No. 412 in solving problems on interpretation.

Early during the year a study of the R-17, A.I.A. Seminar Program was made. This program which is national in scope was thought to be an appropriate area of participation for the Society. It was voted to contribute \$150.00 toward the program to be used on behalf of the Schools of Architecture in Michigan with the recommendation that the individual Chapters in Michigan also participate.

Recommendation — We recommend that participation in this program be continued.

A more complete report of this committee is attached.

Biddle House Committee—This year saw the final stages of the Biddle House program brought to a completion. This building was turned over to the State of Michigan at the August meeting on Mackinac Island. All obligations on the part of the Architects of the State of Michigan have been met. It shall be the responsibility of the Michigan Society of Architects to promote the Biddle property as a continuing project.

The Women's Architectural League is doing interior decorating and furnishing of the house under the direction of Dr. Eugene H. Peterson.

Registration Act Committee — Work on this committee during 1960 consisted mainly of study, research and the gathering of materials for comparison with the Registration Acts of other states. Certain flaws present in our Registration Act have been established and recommendations of procedure for correcting those flaws are contained in the Committee's report to be passed on to the 1961 Committee. A more complete copy of the Registration Act Committee report is attached.

Recommendation — It is recommended that the proposals made by this Sub-Committee be followed as closely as possible and that the structure of the Sub-Committee for the year 1961 be as outlined by the Sub-Committee in its October 1960 report.

Pan American Congress — Study was made early in 1960 regarding the possibility of holding the 1965 Pan American Congress in the City of Detroit. Little hope has been given that this will be possible. The chairman of this Sub-Committee attended the Pan American Congress in Brazil this year.

Preservation of Historic Buildings — An attempt to initiate some interest in the preservation of historic buildings was made by that Sub-Committee during the year. In the absence of some procedure by which older buildings of some merit could be rated little headway was made. No specific report has been received from this Sub-Committee so it must be assumed that activity other than that mentioned above has been nil.

Recommendation — It is recommended that the Society define its responsibility in this area and that the Sub-Committee chairman in the future be requested to outline a proper program in keeping with the Society's degree of willing participation.

Facilities for the Aged — Attached hereto is a report on the University of Michigan's 13th Annual Conference on Aging. The nature of the conference was such that it was possible for the Michigan Society of Architect's Committee to attend only a small portion of the conference. The material contained in the report gives some indication of the status of this subject at present. Continuing reports in the future will make this report more useful in defining this part of our program.

## School Buildings

### Clarke E. Harris, Chairman

Michigan State University School Building Conference — This annual conference was discontinued this year, this action conforming to the recommendation made by the 1959 School Building Committee.

Michigan Association of School Boards Meeting — The annual meeting of this group was shifted from the M.S.U. campus

to the Pantlind Hotel, Grand Rapids. As in past years, the Committee sponsored a display of School Architecture in conjunction with the meeting on October 6 and 7. Committee member Joseph T. Daverman made necessary local arrangements for the display, which in contrast with previous years, was given a most favorable environment. Nineteen firms exhibited forty-eight mounts, this being about an average showing for this particular meeting.

It appears that this meeting will grow greatly in importance and attendance under the leadership of Executive Secretary Julius Barbour and the committee recommends that our group continue to work closely with Dr. Barbour in the promotion of participation by architectural firms and individuals in this meeting.

Renewal of School Bond Loan Fund Amendment — At the request of the Chairman for Citizens for Proposal No. 1, the committee solicited the M.S.A. membership for financial contributions to underwrite publicity concerning Proposal No. 1. Twenty-two firms contributed a total of \$1,480.00 which represented nearly 25% of the total receipts realized by the Citizens Group. This effort was gratefully acknowledged by that group as being a large factor in the favorable election result.

Fire Safety Regulations for Existing School Buildings — As an extension of its services last year in connection with preparation of "Fire Prevention Section of School Bulletin 412" the committee has participated this year in the Fire Marshal's Study Committee on "Regulations for Existing School Buildings." Also represented were Michigan School Board Association, Michigan Association of School Administrators, Michigan School Business Officials and the Department of Public Instruction.

After several meetings the Fire Marshal Division made general distribution of the proposed regulations for public information. These are being presently used as the standard for inspection of existing schools pending adoption into the Administrative Code through the procedure of public hearings.

Fire Prevention Section of School Bulletin 412 — As this report is made a series of meetings of the Fire Marshal, the Department of Public Instruction and this Committee is taking place to establish the extent of the problems arising from the administration and interpretation of the Fire Prevention Section. These findings will constitute the basis for probable revision to be made early next year as may be recommended and formulated by our committee in cooperation with the other agencies. It is hoped that considerable clarification of the regulations will result.

## Legislation

### Walter B. Sanders, Chairman

This Sub-Committee continued to function throughout the year, reporting orally at several Board Meetings, and submitting a three-page written report at the September meeting. A summary list of flaws in the Registration Act has been established, and recommendations have been made regarding procedure to correct the flaws. The recommendations, altho made in September, have not been implemented by the Board due to Chapter elections being held dur-



ing October and November, and the composition of the Board undergoing change as a result of the elections. It is anticipated that recommendations made in the September report will be followed by the new Board, and that meetings with APELSCOR will be held early in 1961. Copies of the reports of this sub-committee have been mimeographed, and will be available to the new members of the committee upon their appointment by the 1961 President of the Michigan Society of Architects.

## U. of M. Conference on the Aging

Walter B. Sanders

The conference opened with introductory remarks by Mr. Woodrow W. Hunter, Dr. Wilma Donahue, Dr. James Watt and Mr. Blue Carstenson. Dr. Donahue directed her comments toward the background of the conference emphasizing that we must: explore the principals by discussion, determine what each technological group can do,

state principals in written form, examine the need of long range restructuring of our society.

by re-fashioning the structure of society restore first class citizenship to the elderly. Dr. Watt emphasized that:

We cannot predict the exact number of young at a future date, but at any given time in the future we know how many elderly there will be;

We must coordinate efforts to increase progress in this field and decrease wasted motion;

We must approach the problem by realistic scientific research; state the objective, determine the direction, then seek the solution;

We determine what it is we are after, say so—then researchers can solve it.

After the introductory remarks the conference was split into the following channels of action:

- Local community organizations.
- State commissions, committees, councils.
- State and Federal administrative units.
- Voluntary and religious organizations.
- Business and industrial groups.
- Labor groups.
- Professional organizations.
- Research and training institutions.

The writer attended the group meeting on State and Federal Administrative Units. Mr. Warren T. Roudebrush, Executive Director, Federal Council on Aging of the U.S. Department of HEW emphasized that the government is functionally orientated and not clientele orientated and suggested that to achieve quicker progress it would be better to identify principals rather than make recommendations. Mr. David Jeffrys, Assistant to the Director, American Association of Retired Persons, indicated that there is a definite need of an overall coordinating agency at both the State and Federal level to channel the many diverse efforts now expanded. This agency to function as follows:

- Center for information and education
- Assist in an advisory capacity
- Further discussion resulted in urging that a U.S. office of Aging be created to: work with State agencies make funds available through grants-in-aid.

During the third session of this group, Mr. Clark Tibbitts, Chief, Program Planning, Special Staff on Aging of the U.S.

Department of HEW, posed the following questions:

What administrative agency should build into itself the program for aged?

Are there circumstances and needs of aged that warrant new agencies?

Within department that provide services for elderly, should there be generic division in same?

Do professional persons working with elderly need specific training and skills?

Is there need for coordination of program among agencies dealing with aged?

What should be role of government agencies in programming needs, etc?

Should government agencies develop experimental and innovation programs, etc. or wait for outside voluntary agencies?

What should be working arrangement between government and voluntary agencies?

Should effort be made to employ effort and interest of aged in government agencies?

The final sessions were devoted to "Fields of Action" with sub-conferences in the following categories:

Health, housing, income, employment, education, free time, institutional administration, social services.

The final session attended by the writer was the session on Housing, chaired by E. Everett Ashley III. This session was led by a representative of each of the sessions on channels of action. The basic conclusion reached was that with the increased leniency of the Housing and Home Finance Agency and FHA policies toward availability of funds for Housing the Elderly, we should see increased action in this field by the Church and non-profit bodies.

## Membership

Harvey C. Allison, Chairman

The Membership Committee has held one meeting and four telephone conferences during April, May and June of 1960; contacted about 250 offices in the State by mail in May, including a two-page summary of MSA sponsored events and committee activities indicating the value and direction of our efforts. In early July a second mailing on a more personal basis was made by the chapter representatives of the Membership Committee. This mailing consisted of 180 letters. It was supplemented with 106 phone calls by these men.

As of November 21, 1960, \$6,155.00 was raised from 144 memberships versus 176 in 1959. During December of 1960 the first mailing of the 1961 Sustaining Membership dues will be sent to the 312 offices in the State.

The attached Schedule A shows the change by cities of sustaining membership from 1959 to 1960.

The attached Schedule B shows the dollar value of 1959 to 1960.

We will see that the decrease in membership as well as the amount of each membership is relatively constant throughout the state. This would indicate that the decrease in monies raised via this program is due to state-wide characteristics.

The Chapter representatives of this committee were each asked to report on the typical reaction they received in the Chapter during the promotion of this drive. Each of these reports indicated a lack of understanding on the part of the typical office of what the MSA is doing with the

money. It was indicated that the only contact with the MSA is by Bulletin and this is becoming more impersonal as the years go by.

We had no significant reaction to the amount of membership although one report thought that it could be substantially higher and be reoriented becoming an individual architect's dues rather than a firm membership.

## 10th Pan Am Conference

Louis G. Redstone

The acceptance by the Tenth Pan American Congress of Architects of the invitation of the A.I.A. to hold the next Congress in Washington in 1965 poses many problems and responsibilities for the American Institute of Architects. For the first time the A.I.A. will have the opportunity to reciprocate the warm hospitality and friendship extended to its members during the ten past Congresses. The problems involved will be social and financial. There will be the problem of language barrier; during the official meetings it can be readily solved by means of simultaneous translation, but it will be much more difficult to solve the language barrier in the social intercourse. Spanish speaking American architects will have to be sought out to serve as hosts and interpreters during the social affairs, in private homes or at informal larger gatherings in public places.

The financial problem will also be a difficult one to solve. While Interamerican or International Congresses are supported by the Government-hosts, in the States it is the responsibility of the professional societies. The A.I.A. will need assistance of all State societies in regards to both the general planning of the Congress and to its financial support. In my opinion, the importance of the Pan American Congress of Architects transcends the purely professional angle. Meetings of this type tend to forge a better understanding between all the South American and North American countries.

I would, therefore, suggest that our society urge the American Institute of Architects to see to it that all State Societies have their own sub-committees for the planning of the Michigan Society of Architects.

As to some other general observation of the Pan American Congress, the U.S.A. delegation to the Congress was as usual the smallest, completely unprepared and without any exhibits; eight American delegates registered to the Congress in comparison with 45 from Mexico, 40 from Columbia, 5 from Uruguay, all with elaborate exhibits. The Michigan Society of Architects should therefore urge the American Institute of Architects to appoint a permanent Exhibition Committee with an adequate financial backing to have exhibits ready for all national and international meetings.

I am sure the American Institute of Architects will meet the challenge of making the Eleventh Pan American Congress a success.

MSA-SCMAD Industry Fund Draftsmen's Competition . . . Total \$1000. in Cash Prizes. Read about it in this issue of the Bulletin.



## Monthly Bulletin

Gerald G. Diehl, Chairman  
Monthly Bulletin, Inc.

Directors of Monthly Bulletin, Inc. met with Talmage C. Hughes Monday, December 12, 1960. We spent some time discussing the affairs of the Monthly Bulletin, Inc.

Messrs. Morison and Diehl felt that the roster issue could well have some feature in the front portion of the magazine. This issue, while of interest and service to many, is lacking the usual punch. It will be realized that with additional Chapters being approved that they in turn will receive separate pages.

Mr. Hughes was questioned in regard to the space devoted to the Builders & Traders, Producers, Bowling League, Golf League, etc. Mr. Hughes felt that the Builders & Traders and Producers recognition is necessary as they form the backbone of the advertisers.

It was mentioned again at this meeting that certain technical articles should appear in the Bulletin as well as resumes of the M.S.A. Board meetings.

The Officers of Monthly Bulletin felt that they should have a list of the proposed architects who will be featured in the forthcoming issues for approval, however, they wouldn't screen the individual work.

In general, we feel that the magazine has maintained its high caliber.

## Public Relations

Clarence L. Waters, Chairman

Your Committee proposed a method of selecting an Architect to the Governor of Michigan to consider for appointment to the State Board of Registration. The method was adopted by the M.S.A. Board of Directors.

The Committee proposed that the Governor of the State of Michigan be asked to declare one week as "Architects Week." It was hoped that this "Week" would coincide with one of our State Conventions, thereby aiding in publicity.

The Committee is considering ways of establishing and publicizing the "Architectural Audit," a program proposed by the Public Relations Council of the M.S.A.

## Registration Act

Malcolm R. Stirton, Chairman

The year opened with an opportunity to meet with the Michigan Society of Professional Engineers in Lansing and their Committee on Ethics and Practice. The announcement of the meeting was so quick that it was not possible to have a representative there although all members of the committee were contacted. However, the results were discussed not only with Mr. LeGros, their chairman, but also through Peter VanderLaan with representatives of the committee. A great deal of this discussion pertained to the possibilities of amending the Registration Act with the idea of admitting or opposing the Sanitarians. The up-shot was that they agreed not to oppose the Sanitarians in setting up a Registration Law of their own. The Sanitarians have not been able to effect this idea and the Engineers seemingly would lend support to their coming

in under Act 240. It would behoove the M.S.A. to keep in close touch with this development in case it comes up in the next session of the Legislature.

Various matters of ethics were proposed to our committees by Chairman LeGros of M.S.P.E., but after discussion with the M.S.A. Board, it was decided that these items were not matters of state ethics and practice but primarily to be handled on the local or chapter level. Since that determination, no further complaints have been referred to our committee.

Our committee was instrumental in defeating various bills in Washington which would legalize secondary boycotting. Our letters to the members of the House and Senate were all answered and apparently appreciated, particularly by the members of the Associated General Contractors and related groups.

I attended the meeting of the Michigan Society of the Professions here in Detroit with particular reference to the report of the Committee on Legislation, copies of which were sent to you.

In view of all the hullabaloo about taxes and election this year, there were not any further elements of great consequence for our committee to handle except to keep an eye on any problems which might effect our group in the State Legislature. Mr. Brenneman has cooperated to the fullest in advising us of any impending legislation that would be of concern to us and has benefited us on his suggestions as to how to deal with it.

## Health Council

Auldin H. Nelson, Chairman

No report is available from this committee since there has been no contact with the Michigan Health Council during the past year. The undesignated was notified, early in the year, of one meeting of this organization, but was unable to attend since notice of meeting was received too late. No further meeting announcements or other communications have been forthcoming.

## Treasurer

George W. Sprau

Mr. Sprau reported on the Society's finances, indicating a strong position, with some \$20,000 in assets.

His report was in detail, showing operation well within the budget.

## PR Consultant

Hugh W. Brenneman

The Public Relations Consultant of the Michigan Society of Architects is retained to consult on public relations matters which include matters of administration. The P. R. Consultant does not state MSA policy nor determine policy, that being the prerogative of the Board of Directors.

Activities during 1960 included:

ADMINISTRATION—At the beginning of the year, met with President OBryon, 1st V. P. MacMahon, 2nd V. P. Waters and representatives of the A.I.A. Chapters to review administration problems. At the recommendation of the President, the P. R. Consultant assisted in developing a detailed study of methods and personnel necessary to put MSA operations on an

efficient and business-like basis.

SPECIAL ADMINISTRATIVE STUDY COMMITTEE—Participated in meetings of this committee; made specific recommendations. P. R. Assistant, upon request, arranged for meetings, supplied necessary correspondence and recorded Minutes.

BOARD MEETINGS—P. R. Consultant or Assistant attend all meetings of the Board and acted in capacity of Recording Secretary. Minutes written for approval of President and mailed to Secretary for duplication and distribution.

EXECUTIVE MEETINGS—Attended all special meetings by President.

1960 MSA CONVENTION—Developed publicity schedule to obtain maximum coverage and benefit from news releases and other publicity for convention. Prepared copy for letters to all members re convention plans, speakers, etc.

Prepared special convention releases for architectural publications, both state and national; also sent promotional material to architectural firms, schools of architecture, convention bureau.

NEWSPAPER, PUBLICATION,  
RADIO AND TV COVERAGE  
OF 1960 CONVENTION

To MSA Monthly Journal: December Issue: Convention Story. January Issue: Special Plans, Speakers, Social Events, Special Story re Draftsmen's Competition; Other Special Events. February Issue: Copy of Program; Story re Final Arrangements; Tear-out Reservation Card.

To Out-State and National Architectural Publications: January Release: General Convention Story Stressing Name Speakers, Exhibits, Program. February: Special Story re Finalized Plans.

To Other Publications: Special Release to Michigan Association of the Professions re Inter-professional; Guests, Activities, Participation, etc.

To All Michigan Newspapers (400): Mid-January: General Story. Mid-February: Special Story re Key-note Speaker (Picture) Letter and Story to Editors of Women's Pages Stressing Exhibits, New Trends in Housing, Housing for the Aged, The Young, Other Items of Special Interest to Women and Decorators.

Same Release to Real Estate Editors.

To Detroit Newspapers: February: Personal Letter to City Editors (Followed by Personal Contact). Short Release Sent Personally to City Editor.

Invitation Sent to Women Editors and Special Feature Editors to Attend Ladies' Luncheon and Other Events Scheduled for Ladies.

Real Estate Editors and Writers Contacted re Special Events. Special Invitation to Them to Events of Particular Interest to Their Readers.

Story to Society Editors re Ladies Social Activities of Convention (Picture of Chairwomen, Other Leading Ladies).

March: Individual Release Prepared and Sent Out Almost Daily Beginning Ten Days Prior to Convention; Stories Localized.

To Home Town Papers: Individual Releases Prepared and Sent To Hometown Papers About All Participants in Convention (About 35).

To Radio: March: Newscast Prepared and Furnished all Detroit Stations Week Of, and Week Preceding, Convention.

Releases Also Prepared for Detroit Station During Convention and Released from Press Room.

TV: Coverage of Exhibits and On-the-



Spot Interviews Arranged for During Convention.

**Miscellaneous:** Secured Pictures and Biographical Material on all Speakers, Convention Chairmen, Award Winners, etc.

Prepared Press Kit for Distribution to Members of Press, Radio and TV Visiting Convention Press Room.

Maintained Press Room in Convention Headquarters Hotel During Entire Convention.

**STENOGRAPHIC ASSISTANCE** — Many of the stenographic duties formerly performed by MSA Administrative Assistant Montford were taken over by P. R. Assistant, particularly those having to do with office of the President. Served in Secretarial capacity to President when necessary; duplicated and assembled Annual Reports.

**LEGAL ADVICE** — Assisted in securing legal counsel for matters pertaining to taxes, contracts, Bulletin.

**SUSTAINING MEMBERSHIP DRIVE** — Prepared copy for three mailings (2 letters each) for mailing to all architectural firms. Prepared up-to-date mailing list for mailings.

**BIDDLE HOUSE** — Assisted in promoting drive for funds; prepared several releases and two feature stories; arranged for coverage by national magazine for 1961 summer release; handled press relations for dedication ceremonies at Mackinac Island; helped prepare program and brochure for same; prepared copy for speakers; assisted chairman of committee with all dedication details.

**AIA CONVENTION**—Attended national A.I.A. Convention in San Francisco; assisted officials.

**MACKINAC ISLAND MIDSUMMER CONFERENCE** — Arranged joint meeting of Board of Directors of MSA and MAP wherein problems and projects of mutual interest were discussed.

Assisted with registration and meeting details; acted as host to special guests.

**M.A.P.** — Promoted MSA activity and membership in MAP. 190 members of MSA member of MAP. Five MSA key men are members of MAP Board of Directors thus giving MSA considerable strength on the Board. Furnished articles re MAP for MSA Bulletin.

**PRESS RELEASES**—Senior Citizens, Annual Meeting, Biddle House, Legislation, MSA Personalities, Mackinac Island meeting, Board meetings.

**LEGISLATIVE ACTIVITIES** — Served as MSA legislative representative during 1960 session of Legislature; led MAP delegation to Washington where legislation of interest to architects was discussed with Michigan members of Congress; did considerable work to help defeat S. B. 2643 (HR 9070), the Common Situs Bill; assisted on recommendations re Aged and Aging; pensions for self-employed (Keogh Bill); directed considerable correspondence re legislative matters important to MSA to state and national governmental representatives.

**ARCHITECTURAL AUDIT** — Made specific recommendations to Chairman of this Committee.

**ARCHITECTS' WEEK** — Consulted with Committee re activities and promotion.

**ARCHITECTURAL TEACHING TOYS** — Recommendations re.

**MSU CAREER CARNIVAL** — Recommendations re participation of MSA in future events.

**Toastmaster** — Speaker — Served in this capacity at various MSA functions.

## Student Forum

Washington, D.C., Nov. 21-23, 1960

Anthony A. Foust, Delegate;

Richard Gostomski,

James Veltman,

James Beebe, Alternates

"This is the sixth consecutive year that student representatives from each school of architecture in the country have been invited to participate in a three-day Forum sponsored by the AIA.

The purpose of the Forum is to overcome the insularity of the school community and, through free discussion, to explore the universality of the architectural profession. The spokesman and representative of the profession is the Institute.

By sponsoring the Forum, the Institute thus hopes to acquaint the student representatives not only with its own aims and activities but, through them, with the broad principles of professionalism and with the realities of architectural practice.

It is incumbent on all representatives to share their newly gained knowledge and their impressions of the Forum with those they represent."

The foregoing three paragraphs are the aims and purposes of the Forum as they were summarized in the opening. We, as representatives of the University of Michigan feel that this was a just and adequate picture of what the Institute is trying to accomplish at the student forums. It is interesting to note that of the 72 colleges and universities offering degrees in architecture, there were representatives from 70 of these schools, and the University of Michigan was one of the few with as many as four representatives. Needless to say, this brought some recognition not only to ourselves but also to the University.

Much was to be learned in meeting with representatives from schools across the nation, not only in their organization of student chapters, but also in their approach and ideas of the profession of which they will someday become a part. We found that in talking with students from schools where there was no student chapter or where there were inactive chapters that they had less idea of what to really expect upon entering the professional field after graduation. This is exactly what the forum was trying to find out and exactly how the Institute might help these chapters or establish new chapters. We, ourselves, feel that we have picked up not only new ideas for our student chapter, but we have also become much more aware of the profession itself.

The following is a brief summery of the three days and of the highlights from the speakers during this time:

Monday, November 21

The welcome was given by Edmund R. Purves, Executive Director, AIA. His short talk was centered around the activities of the AIA and of the Octagon, and of the responsibility of the profession. He emphasized the idea of "be yourself" in order to keep the profession superior as it should be.

Phillip Will, Jr., President, AIA gave a very interesting talk entitled: "The State of the Profession." Mr. Will said he felt a forum such as this was being held was "... tangible evidence of deep concern of the future of the country and profession."

The first morning was closed by a report given by Mr. Raymond L. Gaio, Presi-

dent, Association of Student Chapters, AIA from the University of Notre Dame. This was strictly a business report in which he gave a summery of the meetings that had been held the previous day for the national officers.

The afternoon consisted of a panel on Project Programming and Administration. The panel members were Vincent Kling, FAIA; F. Lee Cochran, AIA; Ulrich Franzen, AIA;

Mr. Kling had a series of slides in which he used very effectively. The entire discussion was open to student participation and inquiry.

That evening a pizza supper was served during the time of the national TV broadcast which featured Brasilia and the redevelopment of Philadelphia.

Tuesday, November 22

The majority of the delegates felt that the talk by Louis Kahn on Architectural Design, given at this time was the high point of the Forum. Mr. Kahn gave a very interesting and stirring talk based upon his widely known philosophy.

Albert Bush-Brown, the well-known and controversial architectural critic opened the afternoon discussion by expounding his philosophy.

Wednesday, November 23

The morning was opened by Mr. Carl Feiss, with a talk on Urban Redevelopment. In his short talk he stated just about the same as many of today's city planners would have said; "We are developing beautiful examples of urban 'sprawl' while other countries are actually building, and that integration with architecture and government must take place for the city of the future."

The Forum was closed with a three-hour bus tour of some of the interesting new architectural sites in Washington. Our first stop was the GEICO Operations Office Building by Vincent Kling. From there we went to the Flint Hill Housing Project, which has received several awards including a First Honor Award from the AIA. Then, closing the field trip, we visited the new Danish and Swedish Embassy Buildings.

Thus, it can be seen that the entire Forum was planned with many varied and through-provoking speakers. We, as the representatives from the University of Michigan feel that the Forum was interesting and hope that someday many more students might be able to partake in such as this, because it definitely will help prepare for the role we must assume in the profession.

## Oliver Johnson

Oliver R. Johnson, 74, prominent architect, of Jamestown, N. Y., died in Roswell Park Memorial Institute in Buffalo on December 2.

During 1946 Mr. Oliver was connected with architectural offices in the Detroit area, and he had many friends here.

Mr. Johnson was born in Jamestown July 2, 1886. He graduated from Cornell University following which he was engaged with Warren & Wetmore, and Howard Greenlea, two architect firms of New York City.

After entering his own practice, he was architect for many important buildings in his home city and its area.





Mr. and Mrs. Charles Trambauer, Mr. and Mrs. Clark Ackley of Lansing; Mr. and Mrs. Richard Frank of Lansing; Mrs. Earl Meyer, Mr. and Mrs. Albert Hann, Earl Meyer, Mr. and Mrs. Robert Hurley.



Mr. and Mrs. Samuel Burtman, George Schulz, Mr. and Mrs. E. Burton Wolf, Mr. and Mrs. Leonard Gussow, Mr. and Mrs. Neil Bjornson, Mr. and Mrs. Ervine Klein, Mr. and Mrs. Frederick Wehle, Jr.



John Koch, Mr. and Mrs. G. Walter Scott, Mrs. Koch, Mr. and Mrs. Raymond McCalpin, Mr. and Mrs. Adam DeMartino, Jr., Mr. and Mrs. Ernest Baker



Mr. and Mrs. Edward Kerr, Mr. and Mrs. Alexander Cipa, Miss Elsa Fuhrer, Joseph Fuhrer, Mr. and Mrs. Emrys Williams, Mr. and Mrs. Richard Prusinski.

## ARCHITECTS'-PRODUCERS' DINNER DANCE

PHOTOS BY PHOTO ILLUSTRATORS, INC., DETROIT

Mr. and Mrs. LaVern Nelsen; Mr. and Mrs. Hugh Brenneman of Lansing; Lyall Askew, Mr. and Mrs. John Tatar, Mrs. Askew



Mrs. Frederick Wehle, Jr., Ervine Klein, Mrs. Harlan Tilden, Ross Norberry, Mrs. Ervine Klein, Frederick Wehle, Mrs. Donald Johnson, Harlan Tilden, Mrs. Norberry, Donald Johnson







Mr. and Mrs. Clifford Wright, Mr. and Mrs. Russell Wentworth, Mr. and Mrs. Eugene Hannum, Mr. and Mrs. James Morison



Mr. and Mrs. Donald Smith, Mrs. E. Burton Wolf, Mrs. Samuel Burtman, Mr. and Mrs. George Diehl, Mr. and Mrs. Gerald Diehl, Mr. and Mrs. Frank Dworski, Mr. and Mrs. Richard Johnson



Mr. and Mrs. Gerald Peterson, Robert Bellucci, Mr. and Mrs. Walter Wicol, Frederick Smith, Mrs. Bellucci, Mr. and Mrs. Lyman Fishburn



Mr. and Mrs. Henry Hall, Mr. and Mrs. Jack Monteith, Paul Brown, Mrs. Ethel Pierce, J. Ivan Dise, Mrs. Brown, Mr. and Mrs. Otto Witte

## DETROIT YACHT CLUB, DECEMBER 16, 1960

Mr. and Mrs. Charles Garascia, Edward Ballantyne, Mr. and Mrs. Walter Anicka of Ann Arbor, Mr. and Mrs. Philip Meathe, Mr. and Mrs. Charles Trambauer, Mrs. Ballantyne



Mr. and Mrs. Joseph Panella, Mr. and Mrs. Charles Thornton, Mr. and Mrs. Jack Yops, Mr. and Mrs. Charles Parham, Mr. and Mrs. Edward Baran





## Ermatinger Retires

NORMAN ERMATINGER, a highly respected and much-loved figure in Detroit, announced his retirement as of January 1st, 1961. Known to the Architectural Engineers and Mechanical Contractors as "Norm" he has been associated with the construction industry for forty years, the past twenty five with Nelson Company. Prior to this connection he was with Murray W. Sales Division and A. Harvey Sons Company.

During his specialization in the plumbing fixture end of the business, Mr. Ermatinger has made many friends with his valuable assistance in special features and completions of many outstanding construction projects in the Metropolitan area of Detroit and throughout Michigan. One of his outstanding qualities is his quiet and effective workmanship in whatever task he undertakes. His dynamic role in large scale community projects and planning processes has given him a broad background so that he efficiently worked closely with city planners and many types of construction specialists.

On the long list of buildings in which he won personal honors in his profession and special recognition by the American Institute of Architects and its Michigan chapters, are many of the buildings at various universities, namely: Michigan State University, University of Ann Arbor and Wayne State University. Others are schools in Detroit and Dearborn (Detroit and Dearborn Board of Education, architectural and mechanical engineers). On this long list also are included many new and larger hospitals in the Detroit area and most of the outstanding beautiful residences in Detroit. The last and most important is the beautiful Detroit Civic Center including such buildings as the Veteran's Memorial Building, Ford Auditorium, Old Mariners' Church and Cobo Hall and Arena.

"Norm", a native Detroiter and a fine example of a man thoroughly trained for this noted career, embodies a unique combination of talents. His knowhow has been utilized by draftsmen, engineers, professional counselors and businessmen during his many years of loyal participation. His plan for the future is a much needed vacation in California where he and Mrs. Ermatinger intend to make their home. The main topic of discussion from here on in will be his beautiful daughter Mary Ann and his lively and lovable grandchildren. Norm just intends to laze around and enjoy the sunshine and scenery on the west coast.

We're just a little bit envious. Also, we're just a little sad in saying "so long" to a man we've enjoyed knowing for so many years. We have always respected him for his integrity and regard him with genuine affection. "30" out, Norm, but don't forget to come back and visit us. There'll always be a place at our table and in our hearts for you.

## Chapter Committees

Appointment of 1960-61 Committees of the Detroit Chapter, American Institute of Architects is announced by Paul B. Brown, Chapter President, as follows, the first named being chairman:

**MEMBERSHIP**—Bruce H. Smith, Talmage C. Hughes, Arthur K. Hyde, Stuart D. Rodgers, Norman M. Glovinsky.

**OFFICE PRACTICE**—LaVern J. Nelsen, Charles H. MacMahon, Jr., Julian R. Cowin, William R. Jarratt, Edward W. Gabret, Ralph N. Holzhauer, Paul J. Ketelhut, James L. Coquillard (Associate).

**RELATIONS WITH THE CONSTRUCTION INDUSTRY**—Gustave Muth, Arthur F. Bassett, Werner Guenther, George L. W. Schulz, George Craven, James R. Livingston, Richard G. Millman, Charles M. Scripture, Carl A. Scheuffler, Clarence J. Mogridge, Jr., Frank J. McKenna (Associate).

**RELATIONS WITH THE GOVERNMENT**—Frederick J. Schoettley, Cornelius L. T. Gabler, Wesley E. LaRoy, Eino O. Kainlauri, J. Russell Radford, Thomas P. McEvilly (Associate).

**EDUCATION**—John A. Allen, William Muschenheim, Harold Binder, Herbert W. Johe, L. Robert Blakeslee, Donald D. MacMullen, Earl W. Pellerin, John T. Hilberg, Walter M. Braun (Associate).

**PUBLIC RELATIONS**—William W. Lyman, Jr., Talmage C. Hughes, Suren Pilafian, Clifford N. Wright, Charles C. Higbie, Seymour J. Levine, Neal E. Cartwell (Associate), Wah Yee (Associate).

**ALLIED ARTS**—Louis G. Redstone, Jack W. Brown, Joseph F. Dworski, William H. Kessler, Yoshizo Machida, Samuel Redstone, Dennis Schmiedeke, David B. Spalding, Maurice Parkins (Associate).

**CIVIC DESIGN**—Suren Pilafian, Malcolm R. Stirton, Louis G. Redstone, Clair W. Ditchy, Thomas H. Hewlett, Amedeo Leone, Eberle M. Smith, Louis Rossetti, J. Robert F. Swanson, William H. Kessler, Harry S. King, John C. Haro, Edward H. Eichstedt, (Associate).

**DRAFTSMEN . . .** How would you like to win **GRAND PRIZE OF \$200.** or one of **8 other cash awards?** Enter **MSA 1960 Draftsmen's Competition.**

**REGISTRATION AND APELSCOR**—Frederick J. Schoettley, Maurice E. Hammond, Werner Guenther, Alternate to Apelscor.

**PROGRAM**—Philip N. Youtz, Gerald G. Diehl, Talmage C. Hughes, Werner Anderson, H. Jack Begrow.

**RESIDENTIAL ARCHITECTURE**—Clifford N. Wright, A. Robert Eliven, James W. Conn, Robert D. Dezur, Joseph F. Dworski, Herbert F. Hawthorne, John W. Jickling, Wallace K. Kagawa, Carl B. Marr, Paul Moffett, Jack K. Monteith, Earl W. Pellerin, Merle C. Weaver.

**PRESERVATION OF HISTORIC BUILDINGS**—William E. Kapp, Edward E. Bisell, Ralph W. Hammett, Earl W. Pellerin, Arthur K. Hyde, Helen L. Fassett (Associate).

**DETROIT PUBLIC SCHOOLS ADVISORY**—Robert F. Hastings, Gerald G. Diehl, Linn Smith, Earl G. Meyer, Eberle M. Smith.

**PROPOSED CHANGES IN CHAPTER BY-LAWS**—William W. Lyman, Jr., Earl G. Meyer, Talmage C. Hughes.

**CHAPTER AND INSTITUTE STRUCTURE**—Gerald G. Diehl, Earl G. Meyer, Philip N. Youtz, Frederick G. Stickel, Herbert W. Johe.

**JOINT AIA - IES COMMITTEE**—Ernest J. Dellar, Urban U. Woodhouse.

**Ex-Officio Members of ALL Committees**—Paul B. Brown.

### INDIVIDUAL APPOINTMENTS

**Liaison with Producers' Council, Inc., Michigan Chapter**—LaVern J. Nelsen.

**Director on Board of Michigan Society of Architects**—Philip N. Youtz.

**Executive Secretary**—Talmage C. Hughes.

**Vertical National Committees:** Awards and Scholarships, William Muschenheim; Chapter Affairs, Talmage C. Hughes; Collaboration with Design Professions, Louis G. Redstone; Education, John A. Allen, Jr.; Home Building Industry, Clifford N. Wright; Hospitals and Health, James R. Livingston; Office Practice, LaVern J. Nelsen; Preservation of Historic Buildings, William E. Kapp; Research, John C. Thornton; School Buildings, William W. Lyman, Jr.; Urban Design and Housing, Charles A. Blessing; Advancement of the Profession, Talmage C. Hughes.

**Representative for Collaboration with the Department of Education and Research**—Herbert W. Johe.

**Chapter Representative to Michigan Architectural Foundation**—Arthur K. Hyde.

**Chapter Representatives to Joint Construction Industry Committee**—Robert F. Hastings, Talmage C. Hughes.



# NATIONAL ARCHITECT

REG. U. S. PAT. OFF

## AIA Insurance

The A.I.A. Committee on Professional Insurance is convinced that, in the light of recent court decisions, no one can afford the risk of practicing architecture without the protection of professional liability insurance.

Our Committee has always recognized the right of any A.I.A., member to buy insurance from any company but it believes that the real interests of our profession—and of policyholders as individuals—are best served by buying such insurance from one company. There are not enough architects to spread the risk sufficiently to produce moderate rates if this business is divided among several companies.

The policy now offered by the Continental Casualty Company, underwritten and administered by Victor O. Schinnerer & Company, Inc., Investment Building, Washington 5, D. C., by our Committee. We have attempted to design this program to afford the maximum degree of protection at the lowest permissive cost. Furthermore, by the original agreement with the company, the Committee is continuing its review of the policy rates and claim experience. This review is usually made once a year in the light of actual cases and in consideration of suggestions sent in to the Committee by architects.

If you have any suggestions for improving the policy send them to the Committee's staff representative at the Octagon, J. W. Ranklin, 1735 New York Avenue, N. W., Washington 6, D. C., and they will be brought to the attention of our Committee. If you need further information concerning policies, rates and applications, we suggest that your local agent contact Victor O. Schinnerer & Co., Inc.

"THE ARCHITECT AND ENGINEERS INSTITUTE, INC.," a document prepared by the Georgia Chapter, The American Institute of Architects and the Georgia Engineering Society in cooperation with some thirty other professional societies, has been designated "Document of the Month" by the Chapter Affairs Committee of the AIA.

Its stated purpose is: "To operate a center to educate the public and architects and engineers by display, demonstration and lecture, in all forms of architectural and engineering and scientific progress; to encourage the study of architecture and engineering and re-

lated sciences by scholarships, fellowships, research grants, scientific displays, meetings, forums; to provide a common meeting point for all technical societies; and to further public interest in the sciences at all levels through lectures and exhibits. All surplus funds of the Institute will be used for scientific research and to provide scholarships in the scientific fields."

The Architects & Engineers Institute, Inc. is located at 230 Spring Street, NW, Atlanta 3, Ga.

SPECIFICATION OUTLINE, PUBLISHED BY THE NORTH CAROLINA CHAPTER, AIA was designated Document of the Month for November, 1960. George F. Pierce, Jr., AIA, Chairman of the Chapter Affairs Committee, states: "The North Carolina Chapter has crowned several years work with this fine example of joint effort of two building industry organizations. Their own Construction Industry Relations Committee and its Specification Outline Sub-Committee have worked closely with the Carolinas Branch of The Associated General Contractors of America, its Architects Cooperative Committee and Specification Outline Sub-Committee.

"Increased ease of specification reference and bidding, and consistency by all architects are only two of the goals to be realized by this program. It is commended to other chapters as exemplary of the benefits to be obtained from working cooperation with allied organizations."

WORLD-FAMED ARCHITECT, EERO SAARINEN, FAIA, of Birmingham, Mich., recently held a press conference in London, England, in which he defended his design for the controversial United States Embassy in London.

"Fifty years from now," Mr. Saarinen said, "it is going to look a lot different."

The Finnish-born American architect's point was that, while the 286-foot-long building might now look a bit too bright and shiny for staid Grosvenor Square, the soot and rain of London would soon change all that. The Portland stone will become acceptably dark and even the gold-anodized aluminum trim, a source of criticism, "will tone down some," he said.

His news conference coincided with a "critical appraisal" of the new building by the architectural correspondent of the Times of London. The writer found much that was praiseworthy about the building but felt that it lacked the "adventurousness" that marked some of Mr. Saarinen's other work.

Although partly occupied, the build-

ing is still undergoing some interior finishing. Its completion has been delayed for nearly a year by weather and supply conditions. The total cost is said to be about \$4,960,000.

## Theodore I. Coe

Theodore Irving Coe, FAIA, 88, died November 12 in Washington, D.C.

Mr. Coe went to Washington in 1932 to supervise construction of the Supreme Court Building, as a representative of its architect, Cass Gilbert. After completion of the project, he assumed the dual position of technical secretary of the Washington Chapter of the American Institute of Architects and executive secretary of the United States Construction League.

In 1956 he was given the Edward C. Kemper Award of the AIA and was advanced to the rank of Fellow of the Institute in 1953.

Mr. Coe was born in Waterbury, Conn., and was educated in New England. He went to New York City at the turn of the century to supervise the erection of the Hotel St. Regis for the architect firm of Trowbridge and Livingston. He later became office manager for the architect firm of Howell and Stokes.

Mr. Coe was a member of the Washington - Metropolitan Chapter of the AIA, the Washington Society of Engineers, the Engineers' Club of New York City, the Society of Military Engineers and the Construction Specifications Institute, a former chief commander of the United States Power Squadrons, and a member of the Cosmos Club.

He leaves his wife, the former Martha Townsend Brockett, of the home address.

## Harold R. Sleeper

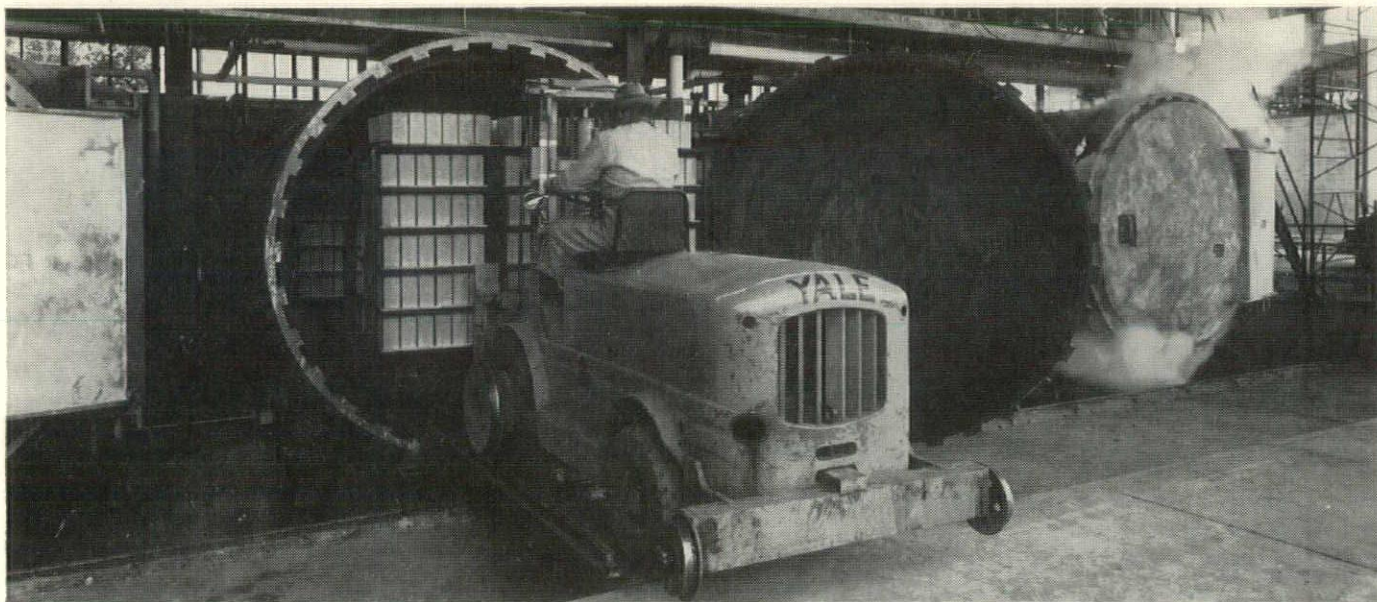
Harold R. Sleeper, FAIA, former President of the New York Chapter, AIA and of the Architectural League, of New York, died in New York City on November 10. He was 67 years of age.

In 1958 he was appointed by New York's Mayor Wagner as a commissioner of the City's Board of Standards and Appeals. He was a distinguished architect, author and lecturer, and he will be remembered for his books, "Architectural Graphic Standards," and "Architectural Specifications."

He leaves his wife, Hildegard Halstead Sleeper and a sister, Mrs. A. B. Shattuck. The home is at 50 Sutton Place South, New York, N.Y.

MSA-SCMAD Industry Fund Draftsmen's Competition . . . Total \$1000. in Cash Prizes. Read about it in this issue of the Bulletin.

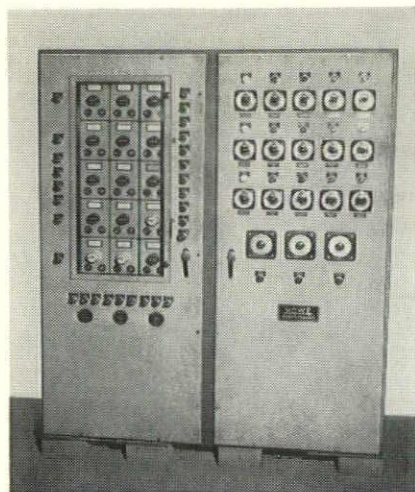




*Removing cured HORN - CLAVED Units from autoclave*

# High Pressure

**steam-cured masonry units are the best... why accept anything less?**



*control panel  
for regulating  
aggregate mix*

High - Pressure steam curing of lightweight concrete masonry units is recognized

by builders, architects, engineers, concrete masonry unit manufacturers and others connected with the building construction industry, as the best-known method of curing.

Here, at Cinder Block, Inc., all our lightweight concrete masonry units (called HORN - CLAVED Units) are cured by High-Pressure Steam. This, coupled with our electronically-controlled batching method, is your guarantee that all our Units are of the same consistent mix, strength and texture.

High-Pressure Steam Curing imparts valuable properties not resulting from any other known curing method. The Units are placed in autoclaves and

subjected to 350° steam under approximately 150 p.s.i. at 100% humidity. The rapid reduction in pressure, when steam and pressure is released at the end of the curing cycle, reduces the moisture content of the block below normal atmospheric humidity. This results in a more stable Unit and reduces future shrinkage from wetting and drying by at least 50%. In mixing the batches, all the ingredients are added automatically. Electronic control (as illustrated) ensures that only the correct quantity of each material will be included in any particular batch.

Be sure your construction jobs contain HORN--CLAVED Lightweight Concrete Masonry Units. Information on price and delivery date on request.

## **CINDER BLOCK INC.**

*Reliable manufacturers of Lightweight Concrete  
Masonry Units since 1923*

9143 HUBBELL AVENUE • DETROIT 28, MICH.  
VERMONT 8-3200





Baltazar Korab, photographer, of Birmingham, Mich., won Second Prize in The American Institute of Architects Fourth Exhibition of Architectural Photography, for his photograph of Reynolds Metals Great Lakes Headquarters in Detroit, for which Minoru Yamasaki & Associates of Birmingham, Mich. were the architects.

TRACE CHRISTENSON, JR., AIA, Managing Partner of Good Design Associates of South Bend, has been appointed to serve on the Building Research Institute membership committee as a Regional State Director in charge of the State of Indiana.

BRI promotes the advancement of the science of building, and the arts and technologies which it comprises. It is a division of the National Academy of Sciences—National Research Council.

GEO. H. MIEHLS, Chairman of Albert Kahn Associated Architects and Engineers, Inc., was scheduled before one of the closing sessions of the three-day Industrial Building Congress held in New York's Coliseum December 12 through 14. Subject of Mr. Miehl's talk was "Developments in the Use of Structural Steel." He was introduced by Mr. James M. Straub, President of Fort Pitt Bridge Works, representing the American Institute of Steel Construction.

RETIRED ARCHITECT JOHN NEEBE celebrated his 104th birthday in Oak Forest, Ill. Hospital, where he has lived since retirement in 1958. He was born in Germany, where he was educated and experienced as an architect. He practiced architecture for almost 75 years. Until his retirement he maintained an office in his home in North Kedvale Ave., Chicago.

Michigan Society of Architects

"YOUR FUTURE IN ARCHITECTURE" by Richard Roth, AIA, 159 pages, Richards Rosen Press, 13 E. 22nd Street, New York, N. Y., \$2, is a definitive study of this field that has been made to help you select your life's work. This book will enable you to weigh your own capabilities and ambitions in light of the requirements, the advantages, and the drawbacks of such a career. In the long run, choosing your career early and sensibly will bring you savings in time, effort, money. Above all, if you make the choice wisely, you will find the satisfaction that only comes with doing the right job well.

YOUR FUTURE IN ARCHITECTURE was written by a noted leader in this field. RICHARD ROTH has been a practicing architect for better than thirty years. As a senior partner in the family firm of Emery Roth & Sons, located in New York City, he has contributed to the design of close to a billion dollars' worth of construction, both on his home ground (including such notable structures as the Look, the P. Lorillard, and the Colgate-Palmolive Buildings) and elsewhere around the country. At the present time, Mr. Roth is at work on the design of Grand Central City, which is soon to rise over the famous terminal, along with the International Telephone and Telegraph and the Bankers Trust Buildings. Although he manages now and then to get out to his country home, where he occupies himself in gardening, Mr. Roth spends most of his time in a New York apartment house, amid the skyline he has done so much to create.

#### ARCHITECTURAL ENGINEERS

II and III levels. \$6,410 to \$8,436 annually depending upon qualifications. Good promotional opportunities. All Michigan Civil Service benefits. To fill immediate vacancies in Lansing area. Must have a degree in engineering from an accredited college and should have one or two years of experience in architectural or engineering design. To prepare preliminary and working drawings, specifications and cost estimates for projects involving the repair, remodeling or construction of existing or new buildings. Send resume to Mr. Jean Thompson, Personnel Officer, Michigan Department of Administration, Room 212, Lewis Cass Building, Lansing, Michigan.

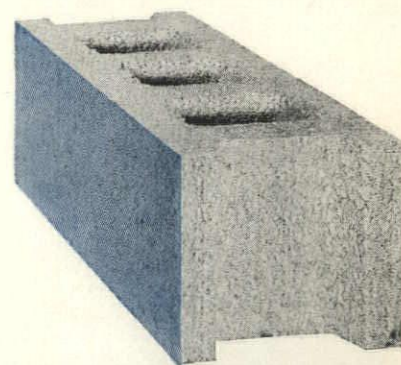
SALESMAN WANTED with Architectural background to sell concrete products. State past experience and qualifications. Write Box 189.

DRAFTSMEN . . . Have you entered the MSA-SMCAD Industry Fund Draftsmen's Competition? \$1000. in cash prizes. Complete details in this issue.

ANOTHER  
**NEW**  
LOW COST

**GLAZED BLOCK**  
FOR  
INTERIORS

**a/c** / **ACOUSTI-GLAZE**  
Trade Mark Property of THE BURNS & RUSSELL CO.  
**BLOCKS**



A structural concrete block in modular sizes—12 colors—retains natural texture of concrete and the same noise reduction coefficient as untreated block.

- 2 WALLS IN ONE OPERATION
- AN EXCELLENT ACOUSTICAL SURFACE
- INTERIOR MASONRY CONCRETE WALL
- A PERMANENT COLOR GLAZED FINISH

Beats them all for

- **ECONOMY**
- **PERFORMANCE**
- **EASY INSTALLATION**

WRITE FOR DETAILS

MFG.  
BY **Glazed Products**

INCORPORATED  
4500 Aurelius Road  
Lansing, Michigan



# MAHON CURTAIN WALL

*in natural or colored metals*

... A POWERFUL COMBINATION—  
LONG-LASTING GOOD LOOKS,  
SHORT-TIME INSTALLATION



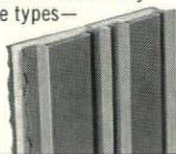
The Moses-Saunders Power Dam near Massena, N. Y.—a vital facility of the St. Lawrence Power Project. The 28-ft. high Curtain Wall is almost a mile long—Mahon's fluted, field-constructed aluminum 3-6-3 section.

Engineers: Uhl, Hall & Rich, Boston and Hydro-Electric Power Comm. of Ont.

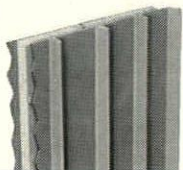
This joint Canadian-American project (for the Power Authority of the State of New York and the Hydro-Electric Power Commission of Ontario) points up how Mahon Metal Curtain Walls offer a practical answer to many architectural, structural . . . and budget problems. Whether your current or future projects are large or small, ground-hugging or cloud-reaching, industrial or commercial—investigate all the advantages of Fiberglass-insulated Mahon Curtain Walls. There's a type to suit your every requirement. Details in new Catalog CW-61. Write for it or ask your local Mahon architectural representative to drop one by.

Mahon Curtain Walls are supplied in galvanized, porcelainized, enameled or stainless steel, and aluminum in many finishes, each in three types—

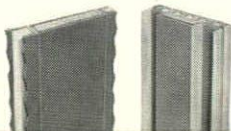
FLUTED  
field  
constructed



RIBBED  
field  
constructed



FLUSH or  
FLUTED  
prefab  
panels



SPEEDING AMERICAN  
CONSTRUCTION WITH  
METAL BUILDING  
PRODUCTS, FABRICATED  
EQUIPMENT AND  
ERECTION SERVICES

## MAHON BUILDING PRODUCTS

- Aluminum or Steel Curtain Walls (in natural or colored metals)
- Rolling Steel Doors (Standard or Underwriters' labeled)
- Metalclad Fire Walls (Underwriters' rated)
- M-Floors (Steel Cellular Sub-Floors)
- Long Span M-Deck (Cellular or Open Beam)
- Steel Roof Deck
- Acoustical and Troffer Forms
- Acoustical Metal Walls, Partitions and Roof Decks
- Permanent Concrete Floor Forms

## CONSTRUCTION SERVICES

- Structural Steel-Fabrication and Erection
- Steel Fabrication-Weldments
- Geodesic Domes—Fabrication and Erection

## THE R. C. MAHON COMPANY

DETROIT 34, MICHIGAN

Manufacturing Plants—Detroit, Michigan and Torrance, California

Sales-Engineering Offices in Detroit, New York, Chicago, Torrance and San Francisco

Representatives in all principal cities.

# MAHON



# ARCHITECTONICS

Official Publication of the Western Michigan Chapter of The American Institute of Architects

GORDON A. BELSON, President, 152 Oaklawn Ave., Battle Creek

ROBERT C. SMITH, Vice President, 1704 White Road, Kalamazoo

GEORGE N. WILLIAMS, Secretary, 616 Post Building, Battle Creek

ROBERT L. WOLD, Treasurer, 3261 Spring Brook Drive, NW, Comstock Park

F. GORDON CORNWELL, Director Anderson Building, Traverse City

BRICE McMILLAN, Director, 345 State Street, Grand Rapids

CLAUDE D. SAMPSON, Director, 115 Fourth Street, Jackson

WESTERN MICHIGAN CHAPTER'S EXECUTIVE COMMITTEE met at the Athelstan Club in Battle Creek on November 21.

Treasurer Robert L. Wold submitted a proposed budget for the coming year, which was approved. It was noted that the Chapter has 106 corporate members after transfer of 43 to the new Mid Michigan Chapter. WM Chapter has 25 associate members.

The application for corporate membership of B. A. Brocker was approved.

The proposal that the renewal fee of the State Board of Registration for Architects, Professional Engineers and Land Surveyors be increased from \$15 to \$20 for a three-year period was approved.

Members suggested as chairmen for planning meetings in their areas included Robert C. Smith of Kalamazoo, Claude D. Sampson of Jackson, Brice McMillan of Grand Rapids and F. Gordon Cornwell of Traverse City.

To be discussed at the next Executive Committee meeting: Committee appointments, Honor Awards program and Journalism Competition.

RECOMMENDATIONS FOR UNILATERAL ACTION on waterfront, manufacturing, and general policy studies were recommended to the November meeting of the Lake Michigan Region Planning Committee of the American Institute of Architects, held at McCormick Place, Chicago, by Ira J. Bach, Commissioner of the Department of City Planning, City of Chicago.

Although the air pollution ordinance of Chicago has probably gone further than others in air pollution control, the Commissioner felt that a great deal of

unilateral action was yet to come in the areas of both air pollution and water pollution controlled ordinances and remedies. He felt that only through cooperative action of the professional and administrative bodies concerned with pollution could we act in a definitive manner, for in actuality, no abstract community can control pollution, whether it be by air or by water, unless there is a regional effort in that direction.

Speaking informally to the Committee, the Commissioner related the Chicago area plan to the Lake Michigan Region Area Development and pointed out that by the mid 1960's a "population surge" would act as a rejuvenating agent in the economic, construction, and industrial development of this area. The fact that many "productive" industries using unskilled or semi-skilled labor are decentralizing, while others are going into an automated decentralization, is considerably changing the labor market requirements. However, where service industries, those directly concerned with services to the public, occur within a region, the use of this unskilled or semi-skilled labor force can be utilized to its maximum.

Of vital effect to regional planning is the economical and physical development that works hand in glove with the employment characteristics within a given area. For instance, the Chicago land area is not only the nation's number one producer of heavy metals (steel) but also acts as the transportation hub of the nation. This in effect creates a labor market within this region almost unequalled throughout the world.

The Commissioner was introduced by Robert A. Ward, A.I.A., chairman of the Chicago Chapter A.I.A. Planning Com-

mittee and chairman of the Illinois delegation to the committee. Attending on behalf of their respective states were the following architect-planner delegates and alternates to the Institute committee:

Acting as term chairman of the committee was Paul Frank Jernegan, A.I.A., of Mishawaka, Indiana, who, in addition to holding the current chair of the committee, also led the Indiana delegates composed of George N. Hall, A.I.A. and Edward J. Malo, A.I.A. Alternate delegates from Indiana also attending were Vito A. Girone, A.I.A., William G. Rammel, A.I.A., and Forrest R. West, A.I.A.

Also attending from Illinois were Sam C. Sit, A.I.A. and William B. Baime, A.I.A. Alternate delegates in attendance from Illinois were James Arkin, A.I.A. and Matthew Rockwell, A.I.A.

Sylvester Schmitt, A.I.A. represented the Wisconsin delegation. Alternate delegate Albert M. Ruttenberg, A.I.A. from Wisconsin also attended.

Edward R. Duffield, A.I.A. chairman of the Western Michigan Delegation had in his group Bernard DeVries, A.I.A. and Kenneth C. Welch, F.A.I.A. The alternate delegates from Western Michigan attending were Donald J. McGrath, A.I.A. and Carl H. Zillmer, A.I.A.

In addition to Mr. Bach, the Advisory Council was also represented by Paul van T. Hedden, representative from the A.I.P. in Illinois and zoning consultant here in Chicago and by Paul Opperman, Executive Director of the Northeastern Illinois Metropolitan Area Planning Commission.

William J. Bachman, A.I.A., President of the Chicago Chapter of the A.I.A. and Gordon A. Belson, A.I.A., President of the Western Michigan Chapter attended the meeting as ex-officio members.

**DETROIT STERLING HARDWARE COMPANY**  
COMPLETE HARDWARE SPECIFICATION SERVICE

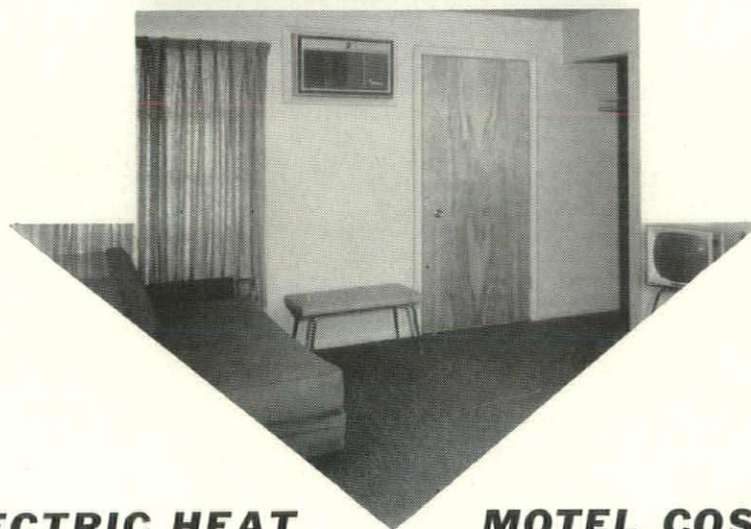
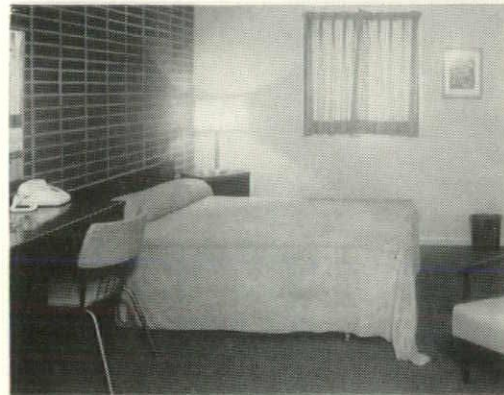
DISTRIBUTORS:  
**RUSSWIN**  
and other Nationally  
Recognized Products

10530 PLYMOUTH ROAD

DETROIT 4, MICHIGAN

TELEPHONE: WEBSTER 3-1335





## **BUILT-IN ELECTRIC HEAT LOWERS MOTEL COST BY \$6,500!**

Manager Roy Cain of the Esquire Motel, 25911 Michigan Avenue, says, "In the original 20-unit building, a central heating system would have cost about \$10,000 to install—compared to only \$3,500 for built-in electric heat. What's more, maintenance costs have been less than \$10 during the last three years." ■ Electric heat saves space, too. There's no need for a central furnace room. And with radiant ceiling cables embedded in plaster, as used here, there's no limitation on furniture placement. And it practically cares for itself. It gives guests even, silent heating at a turn of a dial. Its flexibility permits easy expansion without the complications of a limited central heating source. The original 20 units have become 30 and, soon, 20 more units will be opened—all electrically heated, of course. ■ Like to know more about built-in electric heat? Call WO 2-2100, Extension 2223. Outside Metropolitan Detroit, call the local Detroit Edison office.

**DETROIT  
EDISON**





## MID MICHIGAN CHAPTER AIA

By **EDWARD K. FITZGERALD, AIA**  
Mid-Michigan Correspondent

CLIMAXING A YEAR of planning, preparation and study is the January 27 charter night banquet which will officially inaugurate the activities of the new Mid-Michigan Chapter. Philip Will, F.A.I.A. of Perkins and Will, Chicago, currently president of the American Institute of Architects will present the charter for the chapter to Richard C. Frank, A.I.A., president of the Mid-Michigan group, representing the new organization of 44 registered architects.

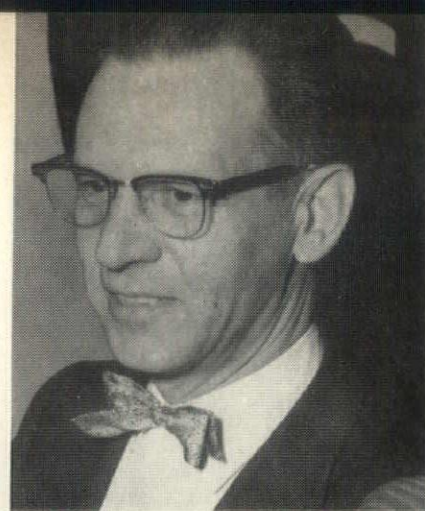
Membership in the new chapter is

drawn from Ingham, Clinton and Eaton counties. During the first weeks of 1960, architects in this area met to discuss the practicality of forming a new chapter in order to better serve the profession and the community. Growing numbers of architects in the Lansing area also prompted formation of the new group, who hoped to encourage more participation in professional activities on behalf of all architects in this localized area.

In May, 1960 the newly-formed group meeting under the name of the Lansing Association of Architects asked the Western Michigan chapter for release of the three counties, which was approved. Election of officers followed, along with a regular schedule of meetings.

The board of directors of the American Institute of Architects meeting in Las Vegas, Nevada in September, 1960, officially granted a charter to the group which then became known as the Mid-Michigan chapter.

Officers who will be officially recognized at the January 27 meeting have served the new chapter since its inception. Richard C. Frank, A.I.A. of Lansing is president; J. Wesley Olds, A.I.A., Okemos, vice-president; Charles W. Strieby, A.I.A., East Lansing, Secretary; Richard H.



**PHILIP WILL, JR., FAIA, President, AIA**

Stuckman, A.I.A., Lansing, treasurer, Clarke E. Harris, A.I.A., M.S.A. Director; and Directors Charles V. Opdyke, A.I.A., Clark R. Ackley, A.I.A. and William D. Black, A.I.A., all of Lansing.

Charter night activities have been scheduled for the Lansing Civic Center to which leading city and state officials, chapter presidents, M.S.A. officers and civic leaders have also been invited to attend. In addition to the presentation of the charter, Philip Will is principal speaker for the evening.

**RICHARD C. FRANK, A.I.A.**  
PRESIDENT

Associate of Laitala and Neuchterlein, Lansing; graduate of the University of Michigan.

**J. WESLEY OLDS, A.I.A.**  
VICE PRESIDENT

Owner of J. Wesley Olds, Architect, Okemos; graduate of the University of Michigan.

**CHARLES W. STRIEBY, A.I.A.**  
SECRETARY

Ass't prof. of architect, dept. of urban planning and landscape architecture, Michigan State U., East Lansing; B.S. from U. of Kansas, M. A. from Columbia U.

**RICHARD H. STUCKMAN, A.I.A.**  
TREASURER

In association with Warren Holmes Company, Lansing; graduate of the University of Michigan.



**CLARKE E. HARRIS, A.I.A.**  
M.S.A. DIRECTOR

Partner in the firm of Warren Holmes Company, Lansing; graduate of University of Michigan; former M.S.A. director for Western Michigan Chapter.

**CHARLES V. OPDYKE, A.I.A.**  
DIRECTOR

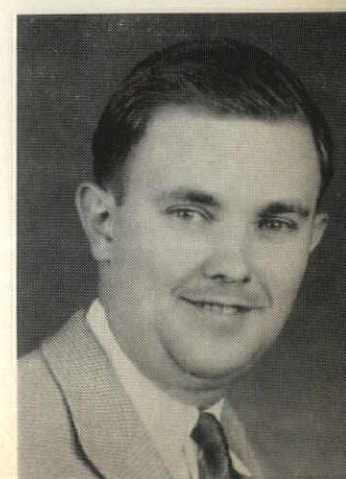
Owner of Charles V. Opdyke, Architect, Lansing; former president, vice president, secretary and M.S.A. director of the Western Michigan chapter.

**CLARK R. ACKLEY, A.I.A.**  
DIRECTOR

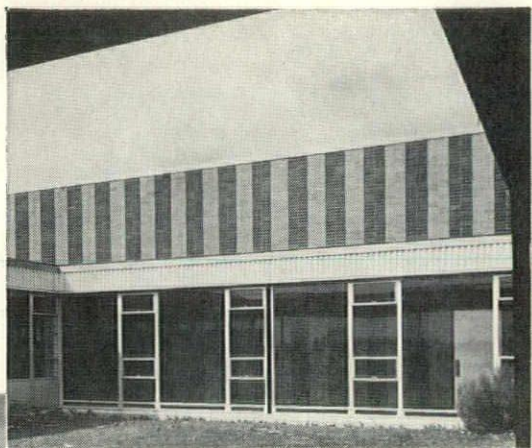
Owner of Clark R. Ackley, Architect, Lansing; graduate of the University of Michigan.

**WILLIAM D. BLACK, A.I.A.**  
DIRECTOR

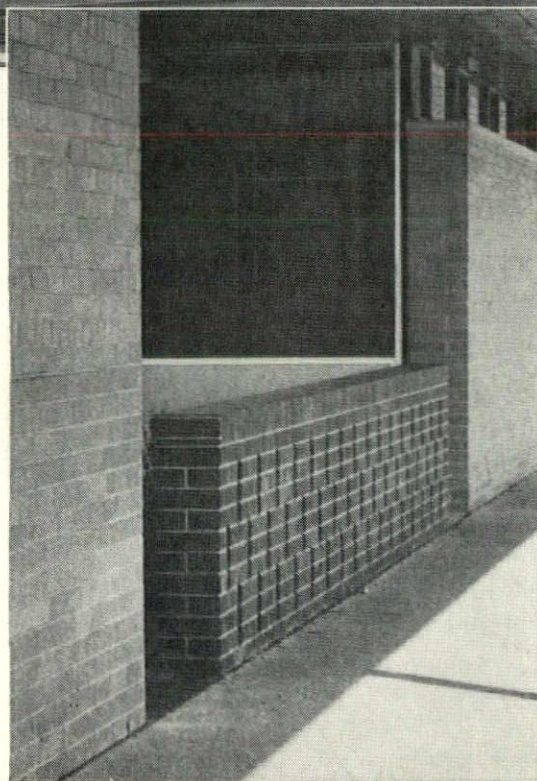
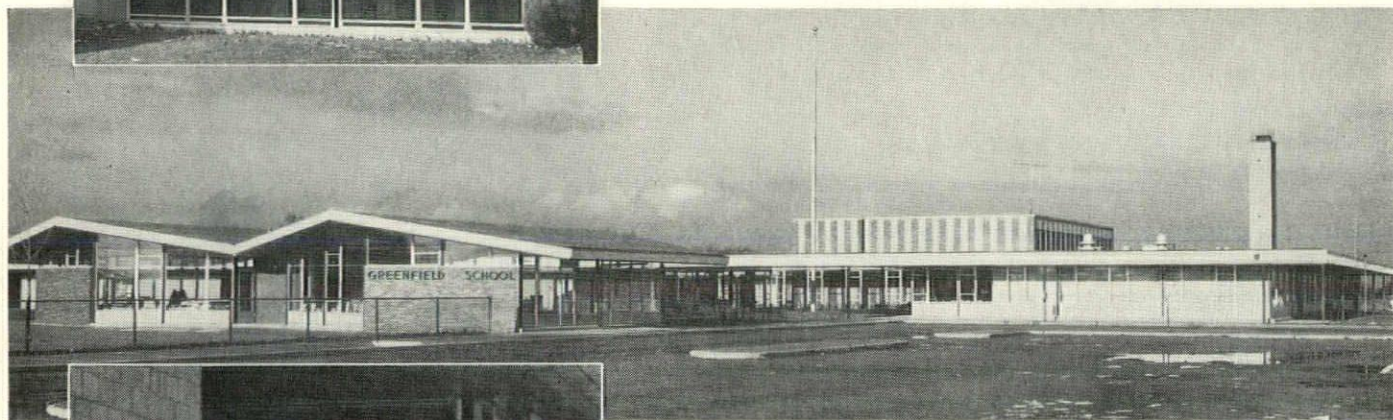
Member of the firm of Kenneth C. Black & Assoc., Lansing; graduate of the University of Michigan.







school budget gets extra  
**BEAUTY • DURABILITY**  
 and **ECONOMY** with  
**BELDEN BRICK**



School construction dollars must do double—even triple duty these days. Inside and outside the Greenfield Elementary School (Birmingham, Mich.), for example, Belden Semi-Black and Belden Dark Gray Trim Brick provide modern Beauty, time-tested Durability and proven Economy . . . economy that is adequately assured by reduced maintenance expense and the elimination of painting and replacement cost.

Among the more than 200 colors, textures and sizes in which Belden Brick are available, you'll find just what you want to interpret your newest design ideas and meet the demands of school board budgets. There's a Belden Dealer and samples as close as your phone!

THE **B**elden  
**B**rick Company

GREENFIELD ELEMENTARY SCHOOL, BIRMINGHAM, MICHIGAN  
 ARCHITECTS - ENGINEERS: EBERLE M. SMITH & ASSOCIATES, INC., DETROIT

• CANTON, OHIO



EIGHT MODERN FACTORIES LOCATED AT CANTON, SOMERSET, PORT WASHINGTON, SUGARCREEK, AND UHRICHSVILLE, OHIO



# Saginaw Valley Chapter, A.I.A.

Official Publication of the Saginaw Valley Chapter of The American Institute of Architects

DANIEL W. TOSHACH, President, 1445 W. Delta Drive, Saginaw

JACKSON B. HALLETT, Vice President, 219½ E. Main Street, Midland

LESLIE D. TINCKNELL, Secretary, 2216 Bay Street, Saginaw

EUGENE C. STARKE, Treasurer, P. O. Box 748, Bay City

VINCENT T. BOYLE, Director, 315 Post Street, Midland

PAUL A. BRYSSSELBOUT, Director, P. O. 748, Bay City



BY

LESLIE D.

TINCKNELL, AIA

Chapter Correspondent

THE SAGINAW VALLEY CHAPTER did not hold a regular monthly meeting and the activity that transpired took place at the home of our new President, Daniel W. Toshach in the form of an Executive Board meeting.

The first order of business was the transfer of duties and records to the new Saginaw Valley Chapter officers.

In attendance for this, their final meeting as members of Saginaw Valley, were President Clifford E. Gibbs and Secretary Robert S. Gazall of the Flint Chapter. The official severance becomes

effective January 1, 1961, and on January 13, 1961 the new Chapter will hold a Charter Party Dinner Dance to which members of the Saginaw Valley were cordially invited by attending officers.

The Saginaw Valley Chapter Board and Members wish the new Flint Chapter a successful future.

Clarence L. Waters was appointed to fill the position as our second member on the Board of Apelscor. He joins our other member from the Valley, Paul A. Brysselbout.

The presentation of the President's Program for the forthcoming year and the formation of the following committees were approved:

Public Relations Committee, Awards Committee, MSA Bulletin Committee, AGC-AIA Committee, Tri-County Planning Commission Committee and Building Preservation Committee.

The Chapter Affairs Committee was

dissolved and its duties were resolved to the Board.

With the public very much aware of historical building preservation, it was felt that the Chapter should use their knowledge and talents to help guide the public on the quality and historical Architectural significance of buildings. The first step in this direction was taken by the Board in the form of a statement of position expressing our belief that the Webber Mansion in Saginaw was not of the best Architectural traditions of its time and did not lend itself as a suitable building to be a living Museum. This statement was released to the newspapers and to all interested groups in Saginaw.

This Board, as all new Boards do, expressed optimism at the work to be accomplished and desire that we all work to conquer those "new frontiers."

The next Chapter meeting will be held on January 21, 1961.

THE FOLLOWING ITEMS are highlights of the Saginaw Valley Chapter, A.I.A. Meeting of November 21, 1960 held at the Amerwood Restaurant, Saginaw, Michigan:

1. The Board of Directors of the Michigan Society of Architects met with the Chapter for their Annual Meeting in the Chapter Area. The attendance, both on part of the Society and the Chapter shattered all previous records. More than sixty members participated. President Charles A. OBryon presented all Members of the Board of Directors of the MSA. They were duly acknowledged and praised for the fine work that they are carrying out on the State level. President OBryon reviewed the purpose and functions of the Chapter and the State Society.

2. The new Flint Area Chapter extended an invitation to the Board of Directors of the Michigan Society of Architects and to the Corporate and Associate Membership of the Saginaw Valley Chapter to attend their Charter Party, January 13, 1961 at the Flint Golf

Club in Flint. With the Flint Area Chapter achieving status, the entire Flint Area Membership now functions in their own right, with nineteen Corporate Members and Eighteen Associate Members.

3. The results of Saginaw Valley Chapter election of officers was made known by the Executive Committee. The new Officers are as follows:

President—Daniel W. Toshach, Saginaw.

Vice President—Jackson B. Hallett, Midland.

Secretary—Leslie D. Tincknell, Saginaw.

Treasurer—Eugene C. Starke, Bay City.

MSA Directors—Vincent T. Boyle, Midland; Paul A. Brysselbout, Bay City.

Also, Harvey C. Allison of Midland and Frederick E. Wigen of Saginaw will continue in their present posts as Directors of the Michigan Society of Architects. The officers and membership for the past year were acknowledged for

their fine work and support.

4. Mr. Alden Dow, FAIA of Midland presented a film on his recent trip to Japan. As always, Mr. Dow presented an excellent program and with guests and members present for the Chapter meeting, along with the fine food, that the Amerwood Restaurant is noted for, the Saginaw Valley Chapter has never performed better on such an occasion. Mr. Dow personally took all the film of his trip which he made last spring. He was accompanied by his lovely wife and they spent several weeks touring Japan and visiting not only items of architectural interest but also the many friends that he has in Japan. Some of the newer buildings were reviewed as well as many older type buildings. Both Mr. and Mrs. Dow were intrigued not only with the Japanese countryside and their gardens but with their traditions in dance and religion, their costumes, their habits, and the fact that they seem to be people who would pursue their leisure with time for good thinking.

—ROBERT S. GAZALL, AIA

**turner  
engineering  
company**

**DEPENDABLE  
ELECTRICAL  
CONSTRUCTION  
FOR 45 YEARS**

**464 Brainard Street  
Detroit 1, Michigan  
TEmpLe 1-0470**





Photograph By Baltazar Korab

RESIDENCE OF MR. WM. H. KESSLER, AIA

ALUMINUM DOOR BY

DESCO OF DETROIT\*

\*DESCO METALS COMPANY

2264 WILKINS STREET

DETROIT 7, MICHIGAN

LORAIN 7-0300

## *Attention Draftsmen!*

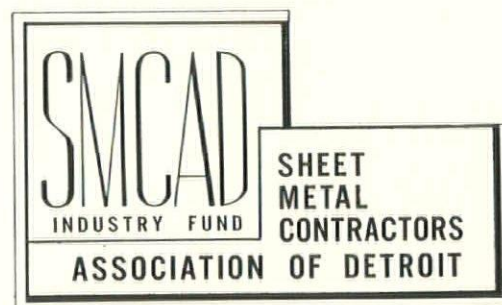
### ENTER...

MSA . . . SMCAD Industry Fund  
DRAFTSMEN'S COMPETITION

## \$1000 CASH

Includes 8 Awards and Grand Prize

Sponsored By . . .



WILLIAM J. RETTENMIER  
Executive Secretary

224 McKERCHEY BUILDING  
2631 Woodward Ave. Detroit 1, Mich.



# FLINT AREA CHAPTER, A.I.A.

Official Publication of the Flint Area Chapter of The American Institute of Architects

CLIFFORD E. GIBBS, President, 5227 S. Dort Highway, Flint 7

Robert S. GAZALL, Secretary, 602 Marquette Flint 4

JAMES E. TOMBLINSON, Director, 5227 S. Dort Highway, Flint 7

THOMAS J. SEDGEWICK, Vice President, 168 Robt. T. Longway Blvd., Flint 3

GERALD E. HARBURN, Treasurer, G-4041 Beecher Road, Flint 4

By ROBERT S. GAZALL, AIA  
Chapter Correspondent

BIOGRAPHICAL SKETCHES of the officers of the new Flint Area Chapter of AIA are as follows:

## **PRESIDENT—CLIFFORD E. GIBBS, AIA**

Mr. Gibbs received his architectural education at the College of Architecture and Design, University of Michigan, graduating in 1950. His training was received in the offices of MacKenzie, Knuth & Klein Architects, Inc. and Nurmi, Nelson and Associates, Inc., both Flint firms. He became registered in Michigan in 1955 and entered private practice. He was Vice-President of The Saginaw Valley Chapter in 1959 and was chairman of The Mackinac Conference for the Michigan Society of Architects this year. He has also served as a Director on the Michigan Society of Architects. Currently he is practicing Architecture as a partner of Gibbs and Tomblinson, Architects with offices in Flint.

## **VICE-PRESIDENT—THOMAS J. SEDGEWICK, AIA**

Mr. Sedgewick received his Architectural education at the University of Detroit, graduating in 1952. His training was received in Detroit as well as the Flint architectural offices of A. Charles Jones and MacKenzie, Knuth & Klein. He became registered in Michigan in 1957 and entered private practice. He was formerly a member of the Saginaw Valley Chapter and Chairman of the Association of Flint Area Architects. Mr. Sedgewick was recently appointed by Governor Williams to the State Board of Registration for Architects, Professional Engineers and Land Surveyors. Currently he is practicing as a principal of Sedgewick, Sellers & Associates with offices in Flint.

## **SECRETARY—ROBERT S. GAZALL, AIA**

Mr. Gazall received his architectural education at the College of Architecture and Design, University of Michigan, graduating in 1952. His training was received in the Flint office of MacKenzie, Knuth & Klein Architects, Inc. He became registered in Michigan in 1956 and entered practice as a principal member with MacKenzie, Knuth & Klein. He was formerly the Treasurer in 1959 and Secretary in 1960 for the Saginaw Valley Chapter and Secretary of the Association of Flint Area Architects. Mr. Gazall carries a Certificate with the National Council of Architectural Registration Boards. Currently he is practicing as a principal of MacKenzie, Knuth & Klein, Architects, Inc., with offices in Flint.

## **TREASURER—GERALD E. HARBURN, AIA**

Mr. Harburn received his architectural education at the College of Architecture and Design, University of Michigan, graduating in 1954, and furthered his studies in graduate work for a Master's Degree in Architecture in 1956. He has received his training at the Flint office of MacKenzie, Knuth & Klein Architects, Inc., and Gibbs & Tomblinson, and the Birmingham office of Saarinen & Associates and the Ann Arbor office of George Brigham, Architect. He became registered in Michigan in 1958. He was formerly a member of the Saginaw Valley Chapter. Mr. Harburn carries a Certificate with the National Council of Architectural Registration Boards. Currently Mr. Harburn is employed at the office of MacKenzie, Knuth & Klein Architects, Inc.

## **MSA DIRECTOR (One Year)—**

### **AULDIN H. NELSON, AIA**

Mr. Nelson received his architectural education at the College of Architecture and Design, University of Michigan, graduating in 1949. His training was received in the Flint office of S. A. Nurmi, Architect. He became registered in Michigan in 1955 and entered practice as a principal member with S. A. Nurmi. He was formerly Secretary in 1957, Vice-President in 1958 and President in 1959 of the Saginaw Valley Chapter, and the past one year has served as Chapter Director with the Michigan Society of Architects. Currently he is practicing as a principal of Nurmi, Nelson & Associates, Architects with offices in Flint.

## **MSA DIRECTOR (Two Years)—**

### **JAMES E. TOMBLINSON, AIA**

Mr. Tomblinson received his architectural education at the College of Architecture and Design, University of Michigan, graduating in 1951. His training was received in many offices ranging from North Africa to California, and yet receiving training locally in Flint offices. He became registered in Michigan in 1957 and entered practice with C. E. Gibbs, Architect in Flint. He was formerly a member of the Saginaw Valley Chapter. Mr. Tomblinson carries a Certificate with the National Council of Architectural Registration Boards. Currently Mr. Tomblinson is practicing as a partner of Gibbs and Tomblinson, Architects, with offices in Flint.

THE NEW FLINT CHAPTER, American Institute of Architects, has extended an invitation to its membership, the membership of the Saginaw Valley Chapter and the officers of the other Michigan Chapters and the Michigan Society of Architects for their Charter Party Dinner Dance on Friday Evening, January Thirteenth, 1961, in the Ballroom of the Flint Golf Club, Flint; Cocktails at Seven O'clock and Dinner at Eight-Thirty O'clock. Activities are Semi-Formal. Guests have been invited to present the Program from both National and State-wide levels.



PRESIDENT GIBBS



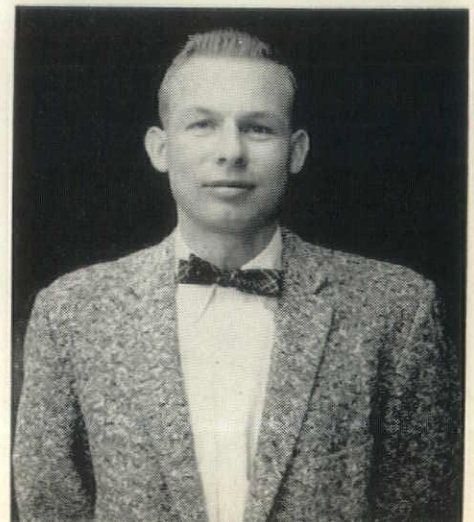
VICE PRESIDENT SEDGEWICK



SECRETARY GAZALL



DIRECTOR NELSON



DIRECTOR TOMBLINSON



# DETROIT CHAPTER, A.I.A.

PAUL B. BROWN, President, 153 East Elizabeth Street, Detroit 1

EARL G. MEYER, Vice President, 1306 Michigan Building, Detroit 26

LYNDON WELCH, Secretary, 626 Red Cross Building, Detroit 1

LAVERN J. NELSEN, Treasurer, 15843 West Seven Mile Road, Detroit 35

PHILIP N. YOUTZ, Director, College of Architecture and Design, University Michigan, Ann Arbor

FREDERICK J. SCHOETTLEY, Director, 409 Griswold Street, Detroit 26

SOL KING, Director, 345 New Center Building, Detroit 2

ROBERT F. HASTINGS, Director, 3107 West Grand Boulevard, Detroit 2

HEADQUARTERS, 120 Madison Avenue, Detroit 26

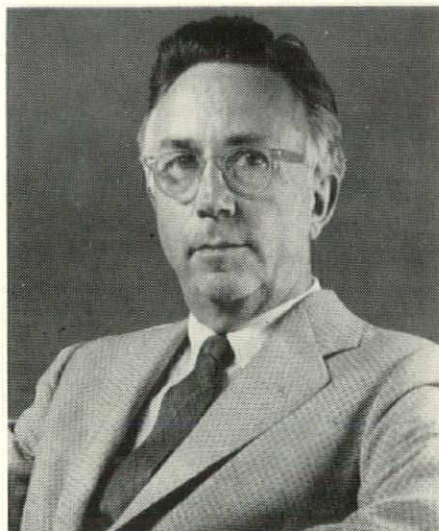
## Next Meeting

ALDEN B. DOW, FAIA of Midland, Mich. will present a film on his recent trip to Japan, at the Detroit Chapter, AIA meeting in the Rackham Building Jan. 18.

It is a 16 mm color film, all taken through an anamorphic lens, which results in a wide-screen (16 feet) picture. Sound has been dubbed into the film and all of the sound is authentic Japanese music.

These pictures vary from the modern architecture of Japan to the old houses and gardens of Kyoto. The film has good variety and is an interesting glimpse of Japanese life.

Mr. Dow personally took all of the



ALDEN B. DOW, FAIA

pictures on a trip he and his wife Vada took last spring. The Dows were intrigued not only by the Japanese countryside and gardens but with the traditions in the dance and religion, the costumes, habits and the fact that the Japanese people seem to enjoy life immensely.

The Chapter is considering offering a substantial prize for the one who estimates closest the cost of Mr. Dow's equipment. Suffice it to say, Alden, in this film, has outdone the professionals.

Remember, "Cocktails" at 6:00, Dinner at 6:30 and the program at 8:00 p.m. Be sure and bring the ladies — they'll love it!

## Last Meeting

Detroit Chapter, AIA heard Mr. Arthur T. Row, Jr., Assistant Executive Director of Philadelphia's City Planning Commission speak on "The Physical Development Plan for the City of Philadelphia, at its Nov. 17 meeting.

Illustrating his talk with many excellent slides, Mr. Row gave a good account of what his City is doing, with the help of citizens' participation.

Our own Charles A. Blessing, AIA, City Planner and Director of Detroit's City Plan Commission, in introducing the speaker, paid tribute to Philadelphia's planning accomplishments, designating that City as being in the forefront, and an example for others.

Eighteen planners from Detroit and its neighboring cities were guests of the Chapter and we were proud to present such a program.

THE INDEFATIGABLE CONGRESS OF MASTER CRAFTSMEN, whose membership is culled from the more jovial and convivial members of the architectural profession and its related components, held its annual Christmas party and luncheon on December 20th at The Harmonie Club in Detroit. Gifts of "great value" were exchanged with much alacrity among those present and many a libation was poured in the name of Christmas spirit. Over 50 attended.

## ARCHITECTS HELP THEMSELVES

HERE ARE SOME TIPS for architects, particularly in the Detroit area, who would like to receive greater public recognition for their work.

If the owner of a new building appears eager to have it receive publicity in the press, volunteer to prepare the material for release, subject to the owner's approval.

This material should consist of the following:

1. 8 x 10 glossy photograph(s)
2. Descriptive text (not too long)
3. A 'cut line' containing name, location and type of building, architect's and general contractor's names.

Submit above material to the real estate editor of your local newspaper, not the city editor. Obtain the real estate editor's name and address the material to him personally. This is important.

The real estate editor of The DETROIT NEWS is Ernest Baumgarth; of The DETROIT FREE PRESS, John Woerpel. Both papers have a Friday Real Estate Section for which the deadline is Wednesday noon. Don't wait for the deadline; get your material in by Monday noon—WILLIAM LYMAN, Chairman, Public Relations Committee, Detroit Chapter AIA.

JOHN J. ANDREWS, senior electrical engineer of Smith, Hinchman and Grylls Associates, Inc., Detroit architectural and

Engineering firm, has been named an Associate, it was announced by Robert F. Hastings, Executive Vice President.

Andrews, who holds a degree of bachelor of Science in Electrical Engineering from University of Oklahoma, has been a member of the SHG staff since 1950.

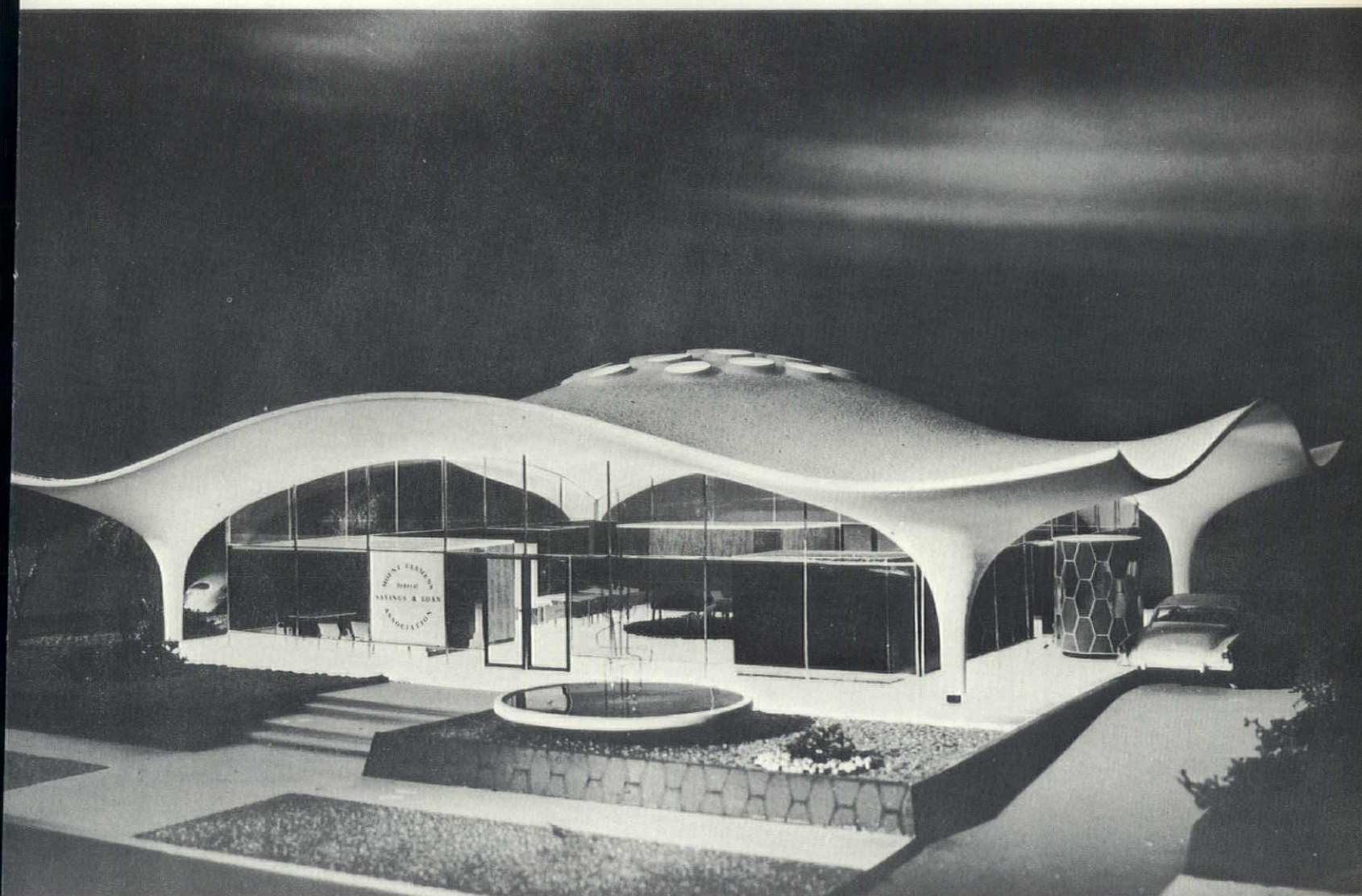
MRS. MARGUERITE WILDENHAIN will be the speaker on a program sponsored by the Michigan Potters' Association, in the Lecture Hall of The Detroit Institute of Arts Friday, January 13 at 8:00 P.M.

Mrs. Wildenhain, an internationally known potter, was born in France, is now established in her own school at Pond Farm, California. She has lectured and conducted work-shops in educational institutions throughout the United States. Her philosophy is embodied in her recently published book, "Pottery: Form and Expression."

Tickets at one dollar each may be obtained from Mrs. Percy Newman, 18016 Pennington Drive, Detroit 21, UNiversity 2-2760, or from the wife of Joseph L. Cyr, AIA, 10811 Farmington Road, Livonia, GARfield 7-2334.

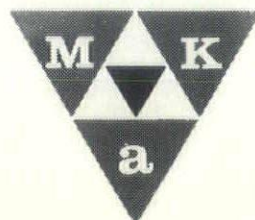
DRAFTSMEN . . . How would you like to win GRAND PRIZE OF \$200. or one of 8 other cash awards? Everything you need to know about this Competition in this issue of the Bulletin. Enter NOW.





*mount clemens federal savings and loan association, mount clemens, michigan*

**MEATHE, KESSLER AND ASSOCIATES, ARCHITECTS**





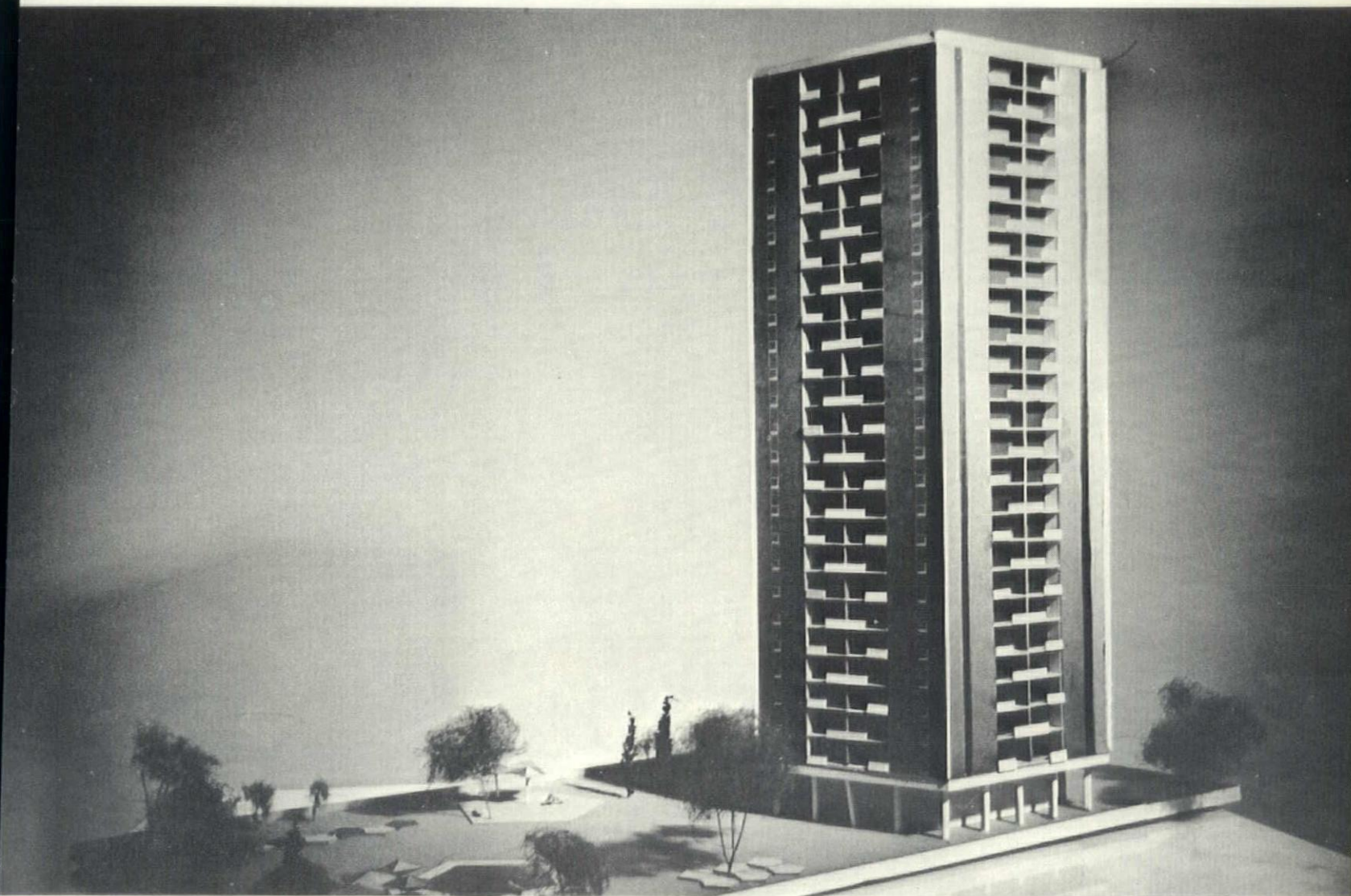


*residence of mr. and mrs. arthur beckwith, farmington, michigan*

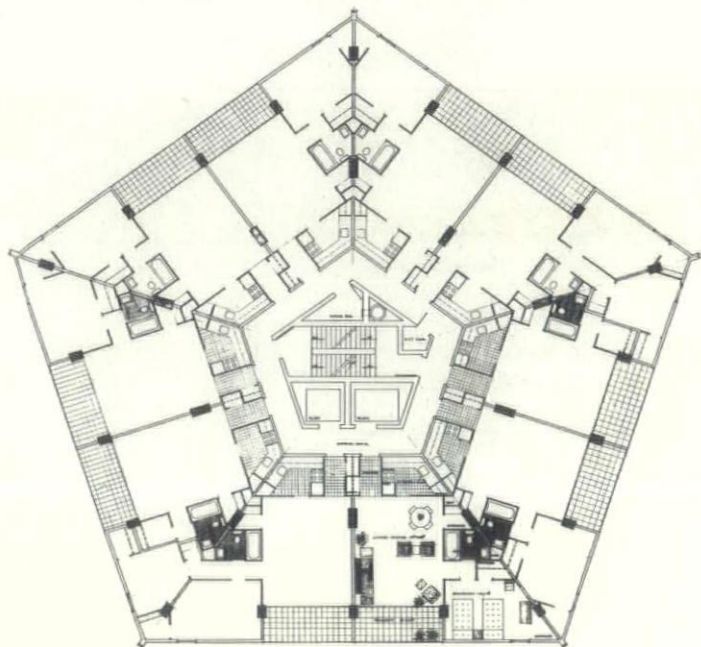




m. k. a. photo



*co-operative apartment building for citizens redevelopment corporation, detroit, michigan*







*mount clemens public housing, mount clemens, michigan*



*The American Institute of Architects  
1960 Honor Award Program*

*Award of Merit  
To the Clemens Homes  
Mount Clemens, Michigan*

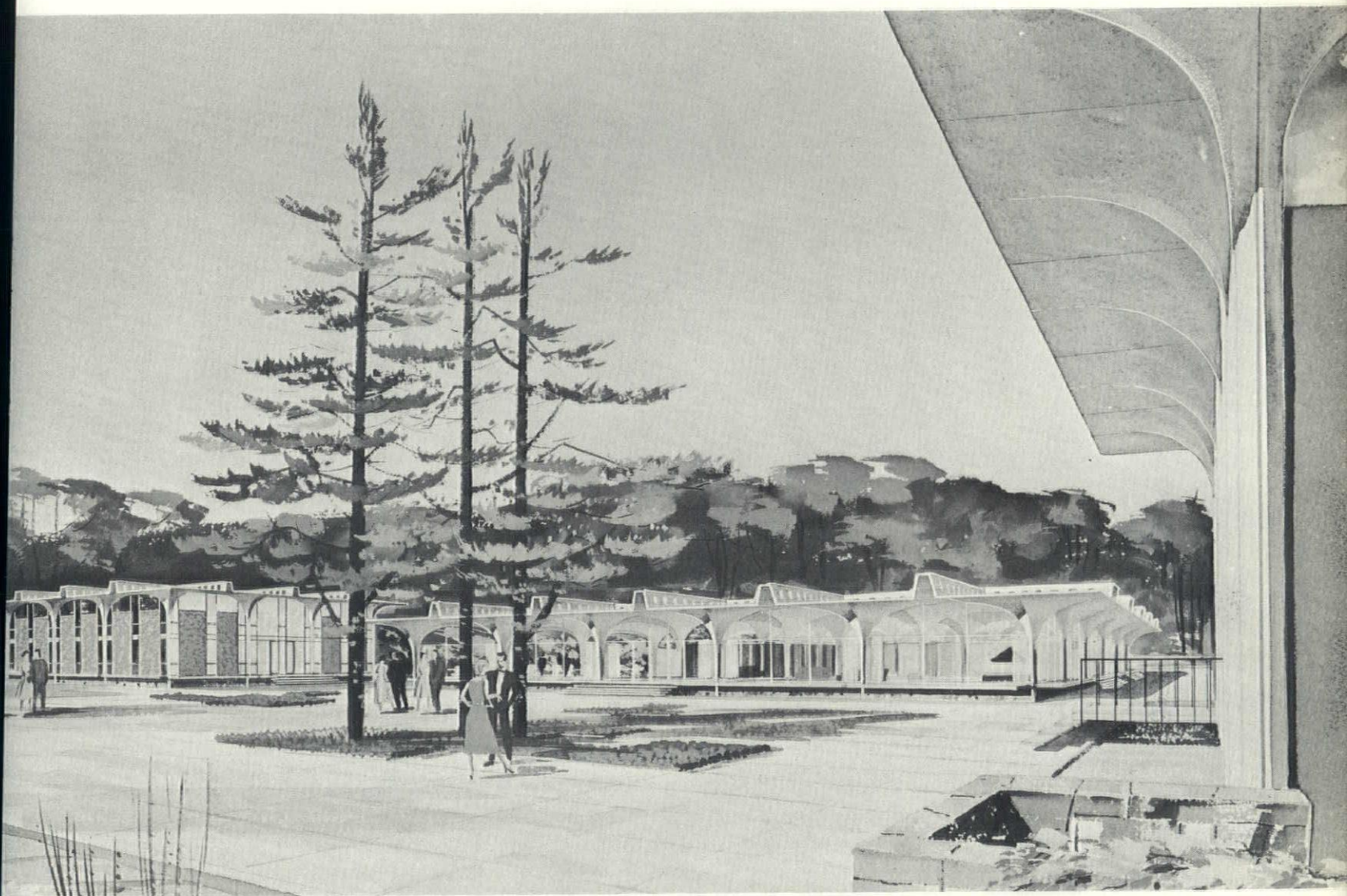
*Mount Clemens Public Housing Commission  
Owner*

*Meath, Kessler & Associates, Inc.  
Architects*

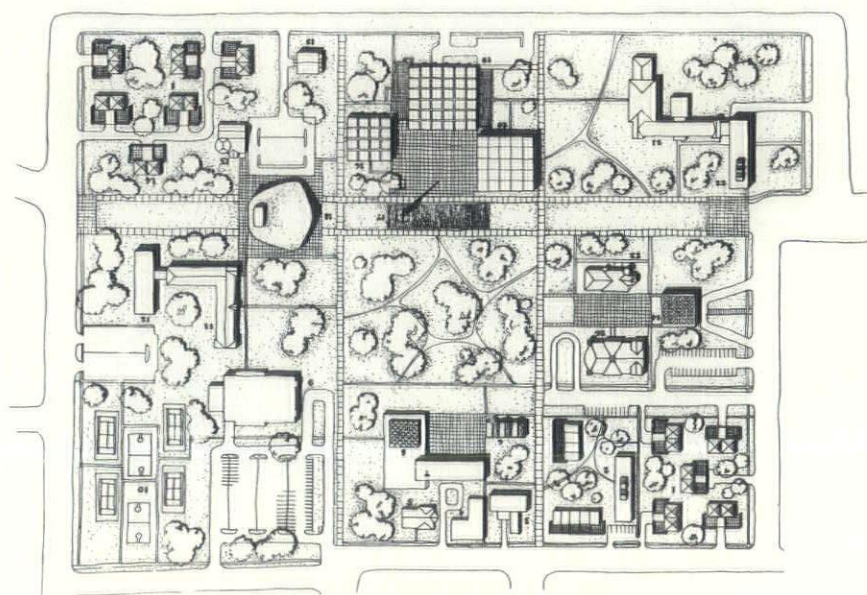
*The City of  
Washington, D.C.*

*James H. H. H. H.  
President  
James H. H. H.  
Secretary*

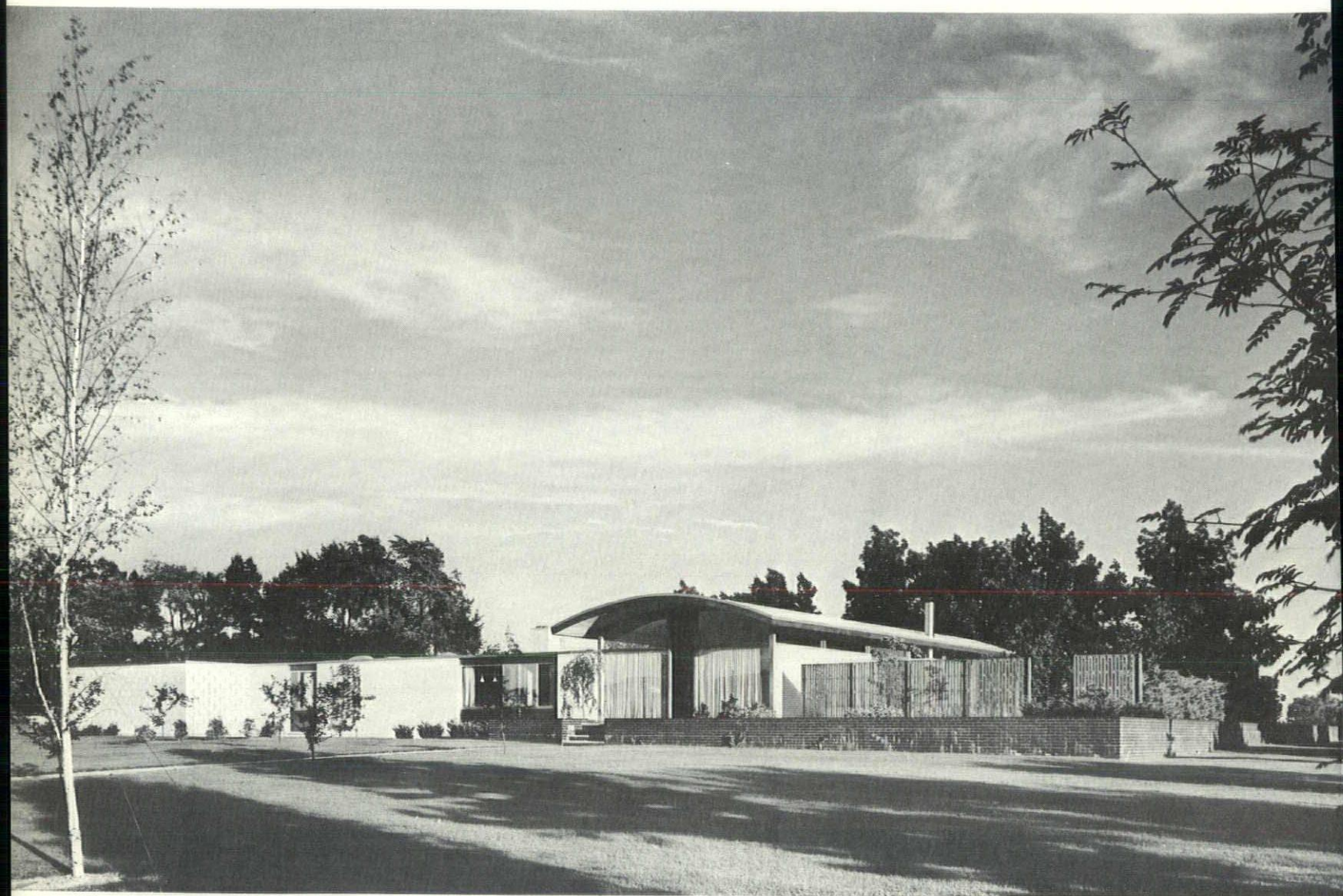




*master plan and building development for olivet college, olivet, michigan*







*residence of mr. and mrs. benjamin shwayder, franklin hills, michigan*





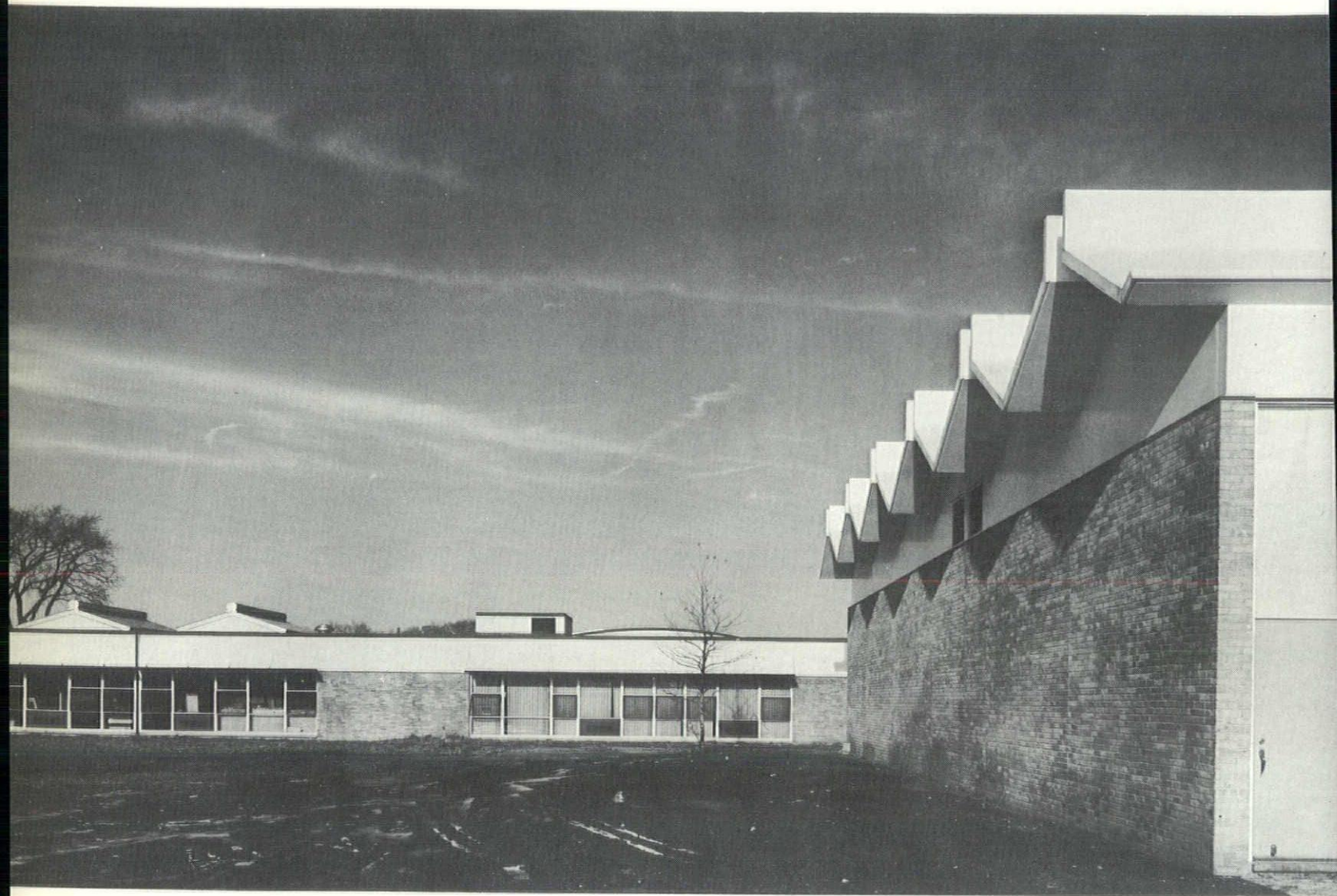


*gold cup lounge and dining room, whittier hotel, detroit, michigan*

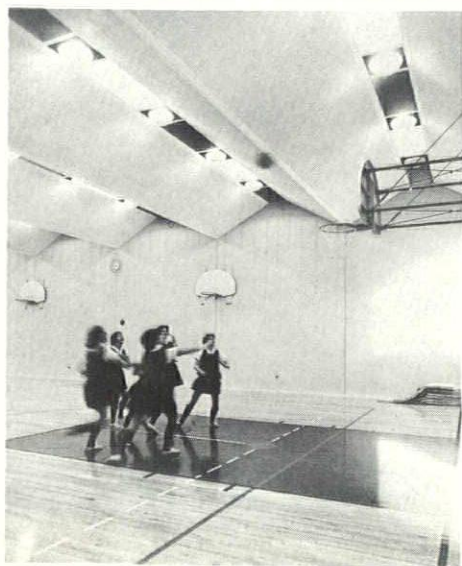


lens art





*multipurpose room addition to grosse pointe university school, grosse pointe woods, michigan*





**\* SMCAD Industry Fund is Sponsoring  
The 1961 MSA Draftsmen's Competition**  
(Covers Work Done During 1960)

# **\$1000 in Cash Prizes**

**\*Sheet Metal Contractors Association of Detroit Industry Fund**

The purpose of this Competition is to stimulate greater interest and pride in the techniques of architectural and engineering drafting and particularly to emphasize the need for quality of line, clarity of dimensioning, simplicity of lettering, completeness, conciseness of notations and details, good composition and logical arrangement of sheet.

The Sheet Metal Contractors Association of Detroit Industry Fund was developed in 1957 to build good public relations for the sheet metal industry by encouraging the best in workmanship, trade knowledge and contract performance for architects, designers, contractors and building owners. The \*SMCAD Industry Fund feels that by promoting excellence in drafting they will benefit the entire building industry and thereby enhance goodwill for the sheet metal industry.

As evidence of their sincerity in this direction the \*SMCAD Industry Fund is sponsoring the Michigan Society of Architects 1961 Draftsmen's Competition by furnishing \$1000. in Cash Prizes.

**Members of MSA—AIA** encourage your draftsmen to enter this Competition. Their interest will stimulate quality consciousness in your office.

**Draftsmen**—you are urged to participate and share in the big cash prizes to be awarded. The competition covers work done during 1960. Entries must be in by midnight March 15, 1961.

**PRIZES** . . . 4 First Prizes each \$125. and 4 Second Prizes each \$75. Four categories—ARCHITECTURAL . . . STRUCTURAL . . . MECHANICAL . . . ELECTRICAL—8 cash prizes PLUS A GRAND PRIZE OF \$200.

**ELIGIBILITY:** All architects, engineers and draftsmen, who are employed in the State of Michigan by an architect or an architectural-engineering consultant or consulting firm who may be retained by an architect and whose name appears on the competitor's entry in association with an architect or architectural-engineering

firm, is eligible for the Competition.

Each competitor must provide himself with an endorser who shall be a member of the Michigan Society of Architects. In the case of a person employed by an architectural or architectural-engineering firm the endorser shall be a principal of the firm, or in the case of a person employed by an engineering consultant or consulting firm, the endorser shall be the architect or principal of the architectural or architectural-engineering firm for whom the work is done. The endorser and competitor shall each sign the entry form vouching for the eligibility of the competi-

## **ANY QUESTIONS?**

**Contact Your Local Chapter  
Committee Member  
DETROIT**

**John A. Allen**  
32619 Grand River Ave., Farmington,  
Tel. GR 4-3350

### **FLINT AREA**

**T. Neel Eubank**  
2764 Flushing Road 4, Flint,  
Tel: CE 5-4426

### **MID-MICHIGAN**

**Wes Webb**  
201½ Grand River Ave., East, East Lansing,  
Tel: ED 7-0206

### **SAGINAW VALLEY**

**Donald Humphrey**  
1509 Woodside, Essexville,  
Tel: Bay City TW 3-9773

### **WESTERN MICHIGAN**

**Sam Vail**  
Haughey, Black & Williams  
616 Post Building, Battle Creek,  
Tel: WO 8-8179

tor and the compliance of the competitor's entry with the rules of this Competition. (Entry forms are being sent to all offices of MSA members.) Principals and self-employed architects (members of MSA) are eligible to enter the Competition but shall provide adequate proof of self-execution of the entry.

**ENTRIES:** Each competitor shall submit one (1) white print and one blue print of any single working drawing of a pencil tracing executed by himself or herself during the calendar year 1960 for an actual building to be constructed or constructed. Only one entry per contestant will be accepted and this entry shall be a re-

production of the original working drawing. It shall not have been retraced for the purpose of providing the contestant with a better entry. No more than two entries in **any** category: architectural, structural, mechanical or electrical will be accepted from **any one** architectural or architectural-engineering firm. Such organizations shall select, by competitive means within their offices, those entries judged best, for submission to the MSA Competition for Draftsmen. All entries become the property of the Michigan Society of Architects and will not be returned to contestants. The Michigan Society of Architects and the Sheet Metal Contractors Association of Detroit Industry Fund reserve the right to exhibit any of the entries submitted at the forthcoming 47th MSA Annual Convention and elsewhere as such exhibits may serve the purposes of the Competition.

**AWARDS:** Awards will be made to the winners by the Sheet Metal Contractors Association of Detroit Industry Fund at the Annual Awards Dinner during the 1961 Convention of the Michigan Society of Architects to be held April 6, 1961 . . . Sheraton-Cadillac Hotel, Detroit, Michigan.

**BASIS FOR AWARDS:** In judging the entries, the jury shall give consideration to the following characteristics of the drawing in the following proportions:

**Linear quality, 20 points; Well composed and logical sheet arrangement, 20 points; Clarity of dimensioning, 20 points; Simplicity of lettering, 20 points; Adequate notations, details and content, 20 points.**

To aid the jury in making awards on an objective basis, each Competitor shall adhere to the following rules:

(1) Both the blue print and white print shall be stapled together. (2) Title blocks on both prints shall be completely covered by an opaque covering, being stapled for removal without damaging print after being judged and for exhibition purposes. (3) A single sealed opaque envelope containing the endorser's and the competitor's signed statement, which is part of the official entry form, shall be attached to the prints.

**CLOSING DATE:** All entries must be received by mail, prepaid, or by personal delivery, by Wednesday, March 15, 1961, at the office of Mr. William J. Rettenmier, Executive Secretary of the Sheet Metal Contractors Association of Detroit Industry Fund, 224 McKerchey Bldg., 2631 Woodward Avenue, Detroit 1, Michigan.

All entries shall be rolled and placed in a suitable mailing tube plainly marked on the outside "1961 MSA—SMCAD Industry Fund Draftsmen's Competition."

**JURY:** The jury shall consist of the following: (1) The chairman of the Competition Committee; (2) two members of the Sheet Metal Contractors Association of Detroit Industry Fund; (3) members of the C.S.I. and AGC—Detroit; (4) staff members of leading Michigan schools of architecture and design; (5) members of the Detroit, Flint Area, Mid-Michigan, Saginaw Valley and Western Michigan AIA Chapters comprising the Michigan Society of Architects.

**1961 MSA-SMCAD Industry Fund Draftsmen's Competition Planning Committee L to R**  
Seated: Kenneth L. Kimmel, SMCADIF; John A. Allen AIA, Competition Chairman,  
Ferdinand Bolle, Jr., SMCADIF; Standing: William J. Rettenmier, SMCADIF; Wesley  
W. Webb, AIA; Gerald H. LaPiner, AIA Bulletin; T. Neel Eubank, AIA





## Great Lakes AIA Conference

The annual meeting of the Great Lakes Region of The American Institute of Architects will be held February 9, 10 and 11, 1961 in historic Lexington, Kentucky. The Association of Student Chapters of the Great Lakes District, representing eleven collegiate Schools of Architecture will be included in the meeting, to be held at the Phoenix Hotel and at the University of Kentucky.

Registration opens on the mezzanine floor of the Phoenix at 1 p.m., February 9 and will continue through 6 p.m., Friday, February 10th. Registration fees are: Corporate member, \$10.00; Associate member, \$5.00 and student members \$1.00. There will be no charge for wives attending.

Thursday's events will include the pre-conference meeting of Chapter Presidents and National Committeemen of the Great Lakes Region, AIA. A cocktail hour will be held at historic Hunt-Morgan House prior to dinner for delegates and their wives at the homes of local architects. Friday morning, the program will include addresses by AIA President Phil Will, Walter Netsche, Partner-in-charge of Skidmore, Owings and Merrill Chicago office, and Arthur Kraft, sculptor from Kansas City, Missouri. The banquet will be held Friday evening, with Alexander S. Cochran, Architect, of Baltimore, Maryland as the principal speaker. Saturday morning will include committee meetings at breakfast, a talk by James Lucas of the Herman Miller Furniture Company and a tour of the feature exhibit of contemporary furniture at the Fine Arts Gallery, University of Kentucky. There has been splendid co-operation with ten contemporary furniture firms, who have contributed a select few

of their very best and most recent pieces for exhibition. Also on the program will be a panel discussion with the speakers of the conference as members.

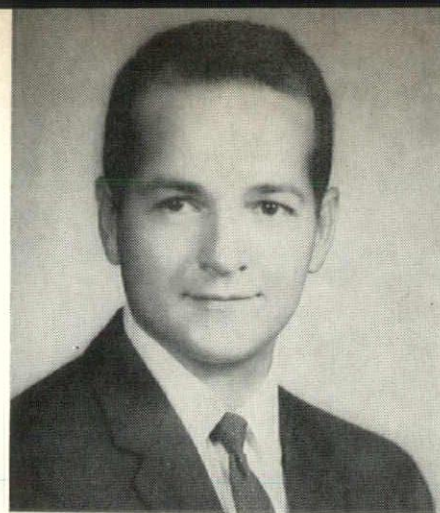
At the luncheon meeting Saturday noon, Samuel T. Hurst, Dean of the College of Architecture and Applied Arts, Auburn University will summarize the conference proceedings.

During the business meeting the ladies will be entertained with a Coffee, tours of the local points of interest and a luncheon at Carnahan House, the University of Kentucky's famous Guest House situated among the bluegrass horse farms.

Lexington's many points of interest include the world-famous horse farms and areas of historical significance such as the campus of Transylvania College, the first college west of the Allegheny Mountains, which was established in Lexington, while Cincinnati was still a tent colony on the banks of the Ohio River. Also worthwhile is Ashland, home of Henry Clay, Gratz Park and the John Hunt Morgan House, one of the landmarks of Kentucky's tumultuous and confused participation in the Civil War; especially pertinent now in view of the beginning of the National Centennial Civil War Observation. Of additional interest is the pioneer fort reconstruction of Old Fort Harrod at nearby Harrodsburg and the quaint Shaker town area.

Tours of the horse farms, and Shaker town, a utopian religious community started around 1814 are being organized and will be held on Saturday afternoon if pre-conference response is great enough.

**PUBLIC RELATIONS chairmen of the various chapters and state societies will hold a workshop at the Phoenix Hotel Thursday afternoon, February 9 and at breakfast Saturday, February 11.**



**WILLIAM J. HAYES, P.E.**

**PETER TARAPATA, A.I.A. AND CHARLES MacMAHON, JR., A.I.A.** of Tarapata-MacMahon, Architects; Bloomfield Hills, Michigan announce the expansion and incorporation of their firm into Tarapata-MacMahon Associates, Inc.

Elected Vice President and Director is William J. Hayes, P. E. who is in charge of Structural Engineering as well as Field Supervision. Mr. Hayes, with Mr. Tarapata and Mr. MacMahon, is a principal in the organization. Before coming with the firm in June 1959, Mr. Hayes had been with Charles Valentine Associates in Marysville and Smith, Hinchman and Grylls Associates, Inc., in Detroit. He is a graduate in Civil Engineering of the University of Detroit and lives at 575 Vinewood in Birmingham.

Others named to new responsibilities are:

William J. Adams, Production Manager.

Samuel M. Deyo, Chief of Specifications.

Carl Luckenbach, Design Assistant to Mr. Tarapata.

Mr. Luckenbach recently returned from an eleven-months world tour studying architecture in nineteen countries.

The firm currently has projects under contract totaling over \$6,500,000 including several schools, an office building, an apartment in Minnesota, and work for the U. S. Army.

**A. ROBERT BLIVEN, AIA**, of Germany, Klees & Bliven, Architects and Engineers, of 18650 W. McNichols Road, Detroit 19, Mich., will conduct a ten-weeks course in blue print reading in Room 225, Farmdale High School, starting Monday, January 16, 1961, from 7:15 to 9:15 P.M.

The courses are intended to familiarize the student with architectural blue prints as used in the building trades, interpreting of architectural symbols, floor plans, elevations, sections and detailed drawings. The fee for residents is \$6.50, for non-residents \$7.50.



**Thomas J. Sedgewick, AIA**, member of Michigan's State Board of Registration for Architects, Professional Engineers and Land Surveyors (left) is shown with his brother Charles (center), who recently became registered as a professional Engineer. Charles is being congratulated by E. R. Moore, Manager of Engineering for The Detroit Edison Company, where Charles is employed.

**MSA-SCMAD Industry Fund Draftsmen's Competition . . . Total \$1000. in Cash Prizes.** Read about it in this issue of the Bulletin.

### DEPRESSION!

#### A MAN LIVED BY THE SIDE OF THE ROAD

. . . and sold hot dogs

He was hard of hearing, so he had no radio.

He had trouble with his eyes, so he had no newspaper.

But he sold **good** hot dogs.

He put up a sign on the highway, telling how good they were.

He stood by the side of the road and cried. "Get a delicious hot dog, mister."

And people bought.

He increased his meat and bun orders and he bought a bigger stove to take care of his trade.

He got his son home from college to help him. And then it happened.

His son said, "Father, haven't you been listening to the radio or reading the papers? There's a big depression on. The International situation is terrible, and the domestic situation is even worse."

Whereupon, the father thought, "Well my son has been to college.

He listens to the radio and reads the papers, so he ought to know."

So, the father cut down his bun order, took down his advertising signs, and no longer bothered to stand on the highway to sell hot dogs.

His hot dog sales fell almost over night. "You were right, son," the father said.

"We are certainly in the middle of a great depression." — Suggested by Willi Bendlin.



# A Preview OF THE 1961 MSA CONVENTION

Arthur O. Moran, Jr., AIA, General Chairman of the 47th Annual MSA Convention Committee, to be held at the Sheraton Cadillac Hotel, April 5, 6 and 7, has stated that the planning of this annual event is well under way and was begun early to insure its anticipated success.

The Wednesday night Rouser, now to be annually referred to as "A. I. Antics", and the Thursday night Banquet, which this year will feature a Casino type arrangement, will both feature top professional entertainment, which is going to have those attending buzzing for weeks. The Friday night Michigan Building Industry Banquet Committee will announce its plans in the near future.

But all will not be play . . . valuable educational programs will be available for all who attend the seminars on Thursday and Friday. Our Convention Topic this year is the all important field of "URBAN RENEWAL".

The objective of the Program Committee planning for 1961 Convention, is the establishment of an annual seminar dealing with a subject of current interest to all members of our profession and related fields and drawing outstanding national figures as participants on seminar panels. It is hoped that this seminar and those that might follow it in the future will be events of national significance in the profession and related fields.

These seminars will be of sufficient interest to draw all MSA members to the Convention, as well as representatives from governmental agencies, investment banking and real estate interests, from the American Institute of Planners and others interested in the subject matter.

**Thursday, April 6, 1961 — Seminar 1-2:00 P.M.**

Topic: "Tools for Urban Renewal"

This session will feature representatives of the field of finance, law, government and the developer, in a meeting which will define the scope of Urban Renewal, the problems that face us, and the contribution that is being made or should be made by each of these four interests.

**Friday, April 7, 1961 — Seminar II — 10:00 A.M.**

Topic: "The Architect's Role in Urban Renewal"

This session of the seminar will feature four Architects of national reputation with broad experience in this field, discussing the Architect's approach to urban renewal and the problems which face him.

**Friday April 7, 1961 — Seminar III — 2:00 P. M.**

Topic: "The Image of the City"

This session will feature Architects, Planners, Sculptors, discussing the kind of city which is the objective of the urban renewal.

The new location last year, which allowed better general facilities and exhibit areas, is again being increased to care for our expanding convention. The coveted Bermuda trip for two, will again be offered going to the Architect holding the lucky ticket drawn from those deposited during visits to the exhibits. Added this year will be an exhibit of student work from our state Architectural schools.

The Draftsmen's Competition will be repeated also this year. This feature is attracting an increasing amount of interest each year.

It is the hope of the 1961 Convention Committee that all MSA members and Architects, will treat their annual convention as the culmination of their years activities, as an opportunity to obtain valuable information on topical subjects and as an event which reflects the attitude of their profession and the contribution it makes in our society.

Watch for more information in forthcoming MSA Bulletin issues about **your** convention.

## **Forty-Seventh Annual MSA Convention**

### **APRIL FIFTH, SIXTH, SEVENTH**

### **SHERATON CADILLAC HOTEL**

### **DETROIT, MICHIGAN**





Detroit Edison Photos

## Principals in Recent Detroit Chapter Meeting Held At Rackham Memorial

LEFT TO RIGHT: Donald J. Theisen, Chairman, Michigan Section, Illuminating Engineering Society; Rollo Gillespie Williams, Lighting Consultant and Director of Color Research, Century Lighting, Inc., New York; Frank E. North, Detroit Edison Co.; Ernest J. Dellar, Palmer & Schoettley Associates; Detroit Chapter AIA President Paul B. Brown, Harley Ellington & Day, Inc.; and Lowell Stone, Midwest Sales Manager, Ruberoid Co., Mastic Tile Division



WINNERS in The Ruberoid Co., Mastic Tile Division, Second Annual Architects' Competition, left to right: John V. Sheoris; Co-winners of \$10,000 first prize Edward Colbert and Alfred J. Petrilli with the sponsor's Midwest Sales Manager Lowell Stone standing between them; Peter Tarapata of Tarapata & MacMahon

# NORMAN H. MCCOLL & SONS General Contractors



Photo—Baltazar Korab

Meathe, Kessler & Associates, Inc. — Architects

Best Design of  
The Year Award

Detroit Chapter AIA  
Annual Awards Program

Beckwith Residence  
Farmington, Michigan

• Commercial

• Industrial

• Residential

14256 RUTLAND AVENUE • DETROIT 27, MICHIGAN • VE 6-0876—EL 6-7175—MI 6-4783



## Have You Heard?



BY  
EDNA  
MORISON

THE NEW YEAR has arrived with all its vim, vigor and vitality, celebrations and resolutions. There is a certain feeling of "let down" after the hustle and bustle of the busy holiday season, but I always like to think the future holds many promising and good things in store for us, and in order for us to enjoy all these things, I believe it is necessary for us to think of the future as coming just a day at a time. Dr. Welthy H. Fisher, at our November meeting, stated it wisely when she said, "In looking to the future, be sure the means are as pure as the ends you seek."

WALD is looking forward to the New Year with much enthusiasm for our Biddle House project. Our goal is to have it completed by August 1961 in time for the Mid-Summer Conference. Some time ago I promised a report on the Project Committee which has undertaken the work of re-decorating and re-furnishing Biddle House now that it has been restored.

The Project Committee members are as follows: Mrs. Frederick J. Schoettley, Chairman; Mrs. Frederick W. Fuger, Mrs. Suren Pilafian, Mrs. William Muschenheim, Mrs. LaVern J. Nelsen, Mrs. Herbert W. Johe, Mrs. James B. Morison, and WALD President, Mrs. Phillip N. Youtz serving as Executive Director.

In September the Committee toured Greenfield Village doing research work on decorating, draperies, furniture, and accessories—a good way to get bitten by the "Antique Bug" and start a collection of some kind.

In October, Edna Morison with the help of Mr. Carl Nordberg, Superintendent of Mackinac Island, checked the original inventory of furniture stored in a barn at the Fort on the Island. Good basic pieces were found to be in fair condition; the remaining pieces will be a "Labor of Love" to restore.

Meetings held in November in Detroit and December in Ann Arbor followed by a sandwich lunch at President Youtz's home, helped to further the plans.

The Annual Christmas Bazaar Committee working with the Project Committee sponsored the second Annual Christmas Bazaar in December at the Women's City Club. It was a tremendous success and the proceeds will be added to the Biddle House Fund.

The Annual Christmas Bazaar Committee members were as follows: Mrs. William H. Odell, Chairman; Mrs. George Diehl, Mrs. Gerald Diehl, Mrs. Carlisle H. Wilson, Mrs. Amedeo Leone, Mrs. LaVerne J. Nelsen, Mrs. Hurless E. Bankes, and Mrs. William M. Fernald. Bouquets to all of you gals for a job well done.

Some of the members attending the Bazaar included Mrs. Lyall H. Askew, Mrs. Hurless E. Bankes, Mrs. Robert Blakeslee; Mrs. Altan Baltz, from Ann Arbor; Mrs. George Diehl, Mrs. Clair W. Ditchy; Mrs. Joseph Dworski and guest; Mrs. William M. Fernald, Mrs. Frederick Fuger, Mrs. Werner Guenther, Mrs. Arthur K. Hyde, Mrs. Herbert W. Johe, from Ann Arbor; Mrs. Amedeo Leone; Mrs. Earl Meyers, just back from Bermuda; Mrs. Andrew R. Morison; Mrs. James B. Morison, and guest; Mrs. LaVern J. Nelsen; Mrs. Edwin F. Noth and guests; Mrs. William H. Odell, Mrs. C. William Palmer; Mrs. Walter B. Sanders from Ann Arbor; Mrs. Frederick Schoettley, Mrs. Frederick Sevald, Mrs. Carlisle Wilson, Mrs. Barton D. Wood; Mrs. Phillip N. Youtz from Ann Arbor; and Mrs. Clarence Roy.

TRAVEL NOTES: Professor Ralph W. Hammett toured the University of Bucharest in Rumania along with eighty other architects. He represented the University of Michigan, and according to my "grapevine facts" everyone was treated royally. Mrs. Hammett met him in Athens, Greece before they returned to Rome and more study at the Academy.

Best wishes to all for a happy and prosperous New Year. A fitting resolution for the New Year from Benjamin Franklin's Autobiography: "Resolve to perform what you ought; perform without fail what you resolve."



SHOSHANA GERSHOM

The February 21st meeting is scheduled for the Women's City Club of Detroit. A lecture will be given by Shoshana Gershom, Attache in Charge of Women's Affairs, Israeli Embassy, Washington, D. C. on "Building a Nation" and "Restoring a Country," illustrations by Mrs. Pota Combias.

**Russell Hardware Co.** Complete Hardware Specification Service  
**DISTRIBUTORS** • MULTIPURPOSE ROOM ADDITION—GROSSE POINTE UNIVERSITY SCHOOL  
Grosse Pointe Woods  
**Russwin — Schlage** • FEDERAL SAVINGS & LOAN ASSOCIATION OFFICES  
Mt. Clemens  
Jordan 4-6723 • Midwest 4-0100 Michigan  
1036 NORTH HUNTER BOULEVARD • BIRMINGHAM, MICHIGAN





## MONO-KOTE

*applies direct to steel...  
fast, firm, fool-proof!*



- Direct application saves slow, costly preparation. Scaffolding and application time are slashed, other trades can follow up fast.
- Applied right on steel, MONO-KOTE leaves maximum space for mechanical installations, permits important savings in materials.
- Hard, firm monolithic surface has high resistance to fissuring and cracking, withstands severe temperature and humidity changes.

Complete data on new Zonolite Mono-Kote, including Underwriters' Laboratories fire test information, is yours for the asking. Phone your Zonolite Sales Office, or write Zonolite Company today.

### ZONOLITE COMPANY

135 S. LaSalle Street, Chicago 3, Illinois

## NOTHING TOPS A ROOF DECK BETTER THAN...



Over 5,000,000 square feet of All-weather Crete has been specified or used by architects for roof decks during the past two years. A lightweight and completely inorganic material, All-weather Crete is applied hot in a monolithic water-free layer by licensed applicators who guarantee their work 100%. All-weather Crete has a "K" factor of .40 and it also...

- eliminates need for vapor barriers
- is priced competitive with rigid board insulation
- can be dished around roof drains for positive drainage
- can easily be formed into saddles
- is 35% better in insulation value than any other concrete fill
- can be applied under adverse weather conditions

Send for technical data and Architect's brochure

### SILBRICO CORPORATION

5901 W. 66th Street, Chicago 38, Ill. REliance 5-3322



## IN DETROIT AND MICHIGAN

**TITLE INSURANCE** on both Owner's and Mortgagee's Policies anywhere in Michigan.

**ABSTRACTS** prepared and extended on lands in Wayne, Oakland and Macomb Counties.

**TAX** reports prepared on condition of taxes to real property located in metropolitan Detroit.

**ESCROW** Agent in all matters involving real estate transactions.

THE OLDEST TITLE  
INSURANCE COMPANY  
IN MICHIGAN

### ABSTRACT AND TITLE GUARANTY COMPANY

735 GRISWOLD • OPPOSITE CITY HALL • WO 3-5810

5 BRANCHES TO SERVE YOU



# BUILDERS & TRADERS EXCHANGE OF DETROIT

R. L. DEPPMANN, President  
1120 W. Baltimore Ave., Detroit 2, Mich.  
JOHN J. BRUNY, Vice President  
15500 Beech Daily Road, Detroit 39, Mich.  
ROBERT E. WUNDERLICH, Vice President  
12045—12th St., Detroit 6, Mich.  
LYLE E. EISERMAN, Treasurer  
301 Farwell Building, Detroit 26, Mich.



DIRECTORS: Robert A. Carter, Franklin J. Knight, Peter J. Koenig, Richard J. Kulien, W. Rodman Turner

WILLIAM C. DENNIS, Secretary-Manager  
2210 Park Avenue, Detroit 1, Mich.

JOHN L. McGARRIGLE, Asst. Secty.-Mgr.  
2210 Park Ave., Detroit 1, Mich.

## Expand Courses in 1961 February Spring Semester of Highly Successful Construction Management Program Sponsored by Exchange

THE HIGHLY ENTHUSIASTIC reception and acceptance of the four construction management courses sponsored by the Exchange and offered through the Division of Adult Education, Wayne State University—University of Michigan last fall has prompted the Education Committee to make an expanded program available to construction executives in the 1961 spring semester.

In the semester starting in September, 106 persons, representing nearly all phases of management in the construction industry, enrolled in the four courses of Basic Accounting and Controls in Construction; Advanced Accounting and Financial Management; Construction Law; and Business Management.

Each course is taught by capable instructors recruited from industry or the University staff. In addition, some sessions include guest instructors who are experts in a particular field. Specific application of the subject to the construction industry is stressed in all courses

The courses offered in this program do not carry university credits and there are no entrance requirements. They have been developed for the sole purpose of offering to top level administrators in the construction industry an opportunity to develop more proficiency in one or more management aspects. It

is felt that this is a much needed innovation in the field of continuing education as related to the construction industry, and to the best of our knowledge, it is the only program of its kind available any place in the country. The initial success of the program is illustrated by comments of the students enrolled in the fall semester.

To determine if improvements or expansion of the program was desirable, questionnaires were distributed in each of the classes. Members were asked for their opinion of the subject matter, the instructors and other pertinent points. They were also asked to list their comments and suggestions.

Nearly 70% rated both the subject matter and the instructor as "excellent" in each class. The others rated the subject matter and the instructor "good".

Some typical comments were: "Interesting, informative and practical instruction"—"Instructor stimulates a lot of individual thought"—"Knows his subject well; clear, concise and forceful manner"—"very good, continue for sure"—"Excellent idea having speakers from various fields associated with the construction industry"—"Instructor does fine job of presenting material; also has excellent background for broadening scope of material"—"If I had had the Advanced

Accounting course 3 to 5 years ago I would be ahead several thousands of dollars now"—"Courses are good and fulfill a need in the construction industry"—"Would like to see courses continued year after year."

Many others submitted suggestions for additional courses. As a result, in the spring semester beginning in February, Basic Accounting and Controls in Construction will be split into two courses, Financial Management will be taught separately from Advanced Accounting, and Credit Management for Construction will be offered for the first time.

Complete courses descriptions and information on enrollment for the 1961 Spring Semester will be mailed to the Exchange membership. However, participation is not limited to members of the Exchange. It is felt that by offering all administrators in construction an opportunity to improve themselves, it will ultimately benefit the entire industry and the public. Several persons representing architectural and engineering firms are presently enrolled and a few commute from outside areas to attend classes.

Persons interested in any of the courses can call the office of the Exchange for further information or enrollment blanks.—The phone number is WO. 2-5500.

## CARL BARTONE & SONS

### MECHANICAL CONTRACTORS

**Institutional**

**Commercial**

**Industrial**

FEDERAL SAVINGS & LOAN  
ASSOCIATION OFFICES

Mt. Clemens, Michigan

18740 Mack Avenue •

Detroit 36, MICHIGAN •

TUxedo 2-7240



# AUTOCLAVED MERCRETE *Slag* BLOCK

Established  
1923

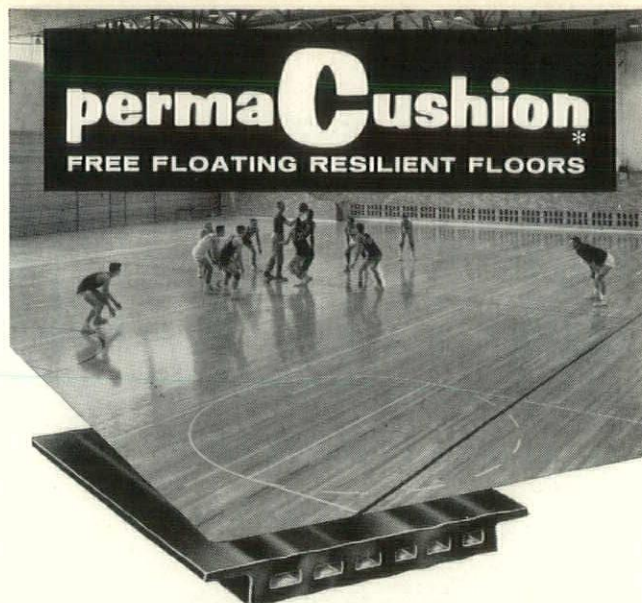
- CONTROLLED UNIFORM QUALITY
- Consistent high strength
- Pre-shrunk

## MERCIER BRICK COMPANY

3895 ROULO AVE. DEARBORN 2, MICH. VI 3-2000

Manufacturers of  
Mercrete Autoclaved Slag Block  
Distributors of:

Glazed Brick, Structural Facing Tile, Acid Brick, Face Brick,  
Floor Brick, Quarry Tile and a complete line of Refractories.



... actually float on special resilient pads to prevent hardwood flooring and sleepers from contacting slab. Specify PermaCushion to provide dimensional stability and long run economy.

Write or call for full information on the patented PermaCushion floor system.

## BAUER-FOSTER FLOORS, INC.

10401 Lyndon, Detroit 38, Mich.

Phone: WEbster 3-3623

Showroom: 18400 Woodward

Phone: TOWnsend 8-4940

## J. A. UTLEY CO. General Contractors



Multipurpose Room Addition — Grosse Pointe University School  
Grosse Pointe Woods, Michigan

SERVING ARCHITECTS AND OWNERS FOR OVER 40 YEARS

723 East Ten Mile Road • Royal Oak, Michigan • JORDAN 4-6960 • LINCOLN 1-3280  
Flint Branch Office • 3128 Lapeer Road • FLINT, Michigan • CEDAR 5-3543

## METROPOLITAN ELECTRICAL CONTRACTORS ASSOCIATION

An Association of qualified electrical contractors dedicated to the continued advancement of the electrical construction industry in the Metropolitan Detroit Area.

C & L Electric Co.  
Darwish Brothers Electric, Inc.  
E. H. Dean Electric Inc.  
Detroit Commercial Electric  
Deweke-Heckinger Electric Co.  
Kasler Electric Co.  
Kramer Electric Co.  
McGarvey Electric Inc.

You can be sure with a MECA member.



Fred W. Moote Electric Co.  
Munro Electric Co.

Paas Electric Corp.  
Penn Electric Corp.  
Schultz Electrical Service  
Solar Electric  
Soma Electric Co., Inc.  
Standish Electric Co.  
E. R. Switzer Electric  
Yauch Electric Co.



TELEPHONE  
GL 8-1173

# The BUILDERS & TRADERS EXCHANGE of GRAND RAPIDS

822 CHERRY STREET, S.E.  
GRAND RAPIDS 6, MICH.

GEORGE A. BUSCH, JR.—President

G. WINSTON BURBRIDGE—Secretary-Manager

AFTER SEVERAL DECADES of construction inactivity, Grand Rapids is on the threshold of a new era. The downtown development program sponsored by the Downtown Development Committee of Grand Rapids is rapidly reaching a climax. The dramatic success of this program can be attributed directly to the support and interest shown by public-spirited citizens.

To date, the following private groups have supported the program wholeheartedly: The Downtown Council of Grand Rapids; The Grand Rapids Metropolitan Architectural League; The West Michigan Society of Professional Engineers; The Mayor's Downtown Development Committee; The City Commission, and many service fraternal groups.

The formal support has been augmented by continuing efforts on the part of private, interested citizens.

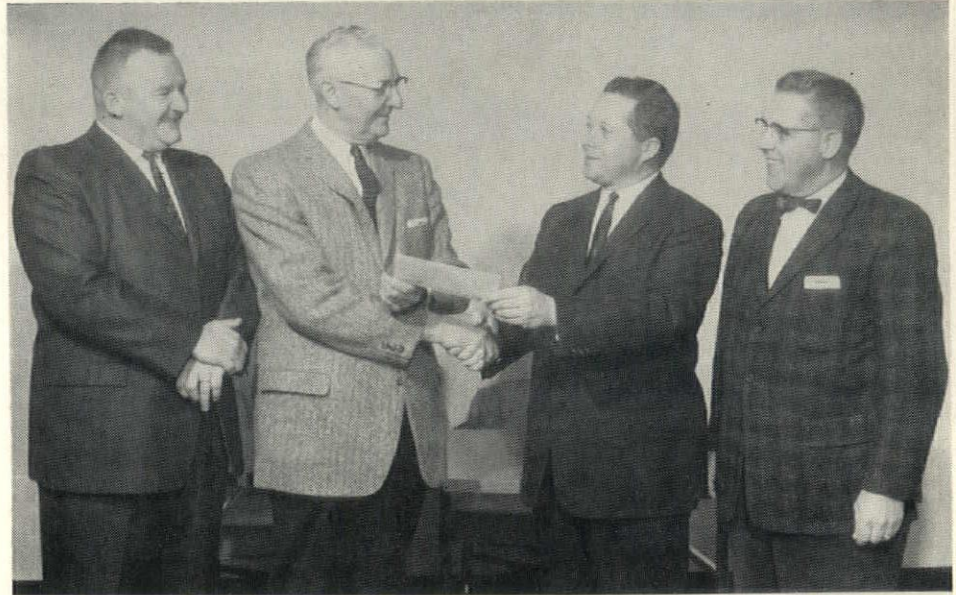
The net result of this support has been indicated by the success of the City in having the first nonresidential urban renewal project in the country approved by the federal government.

The City Commission has moved forcefully to implement the program by initiating the establishment of a public buildings authority.

The voters of the City of Grand Rapids responded by granting a 1.75 millage increase in the election of August 2, 1960. The program is just about "off the ground."

In order to assure the successful completion of such an ambitious program it is essential that the base of support be broadened and that more and more public and private groups be encouraged to participate in the overall program.

Once the program is under way, the total effects will be felt by all segments of the city's economy: A tremendous boost in building and construction activity, both public and private; an increased need for all types of professional services; a strengthening of the competitive position of the City of Grand Rapids with respect to



Left to right: G. Winston Burbridge, Secretary-Manager, Builders & Traders Exchange; Martin E. Hoogerhyde, Chairman, Grand Rapids City Planning Commission; George A. Busch, Jr., President, Builders & Traders Exchange; Charles A. OBryon, Member Downtown Development Committee and President of the Michigan Society of Architects.

new commercial and industrial development.

This is a program which will "trigger" new development over the entire metropolitan area because of its imagination and expression of faith in the future of the city.

In short, with proper support, the new Grand Rapids can become a reality in a relatively short period rather than the many decades required for earlier improvements.

Progress is the keynote. Planning is the process. Promotion is the preliminary. Cooperation is the keystone.

In October of 1960 a group from the Downtown Development Committee approached the Builders and Traders Ex-

change for their cooperation in raising funds for the construction of a scale model of Downtown Grand Rapids, to show how it looks now and how it may look after redevelopment is completed. This model will be 51" x 60" and will be scaled to one inch to each 100 feet and will be used for public display purposes and by city officials to interest private developers in our central business district.

The Builders and Traders Exchange, through its member firms, raised over \$800.00 toward the purchase of this model, which will be completed in about 10 weeks. This is another civic function of the Exchange in its effort to further the cause of making Grand Rapids a better place in which to live.

## "So That's How You Do It!"

In the past 36 years,  
how many times have you  
said this to a  
HARTY representative  
when he told you the  
HARTY way of doing it?

When you want to know  
the latest and best  
way of doing a door job,  
call Townsend 8-6990,  
and we will get a man out  
to show you the HARTY way.

WHERE DEPENDABILITY IS PARAMOUNT,  
SPECIFY HARTY DOORS

**R. V. HARTY COMPANY**  
INCORPORATED

1433 Sloman Avenue, Detroit 11, Michigan  
TOWNSend 8-6990

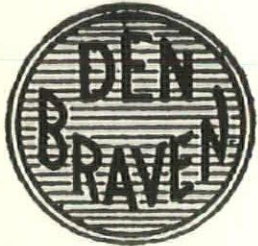


# JOHN H. FREEMAN COMPANY

Specification Assistance

**DISTRIBUTORS  
BUILDERS' HARDWARE  
CONTRACTORS' SUPPLIES**

3627 CASS AT BRAINARD, DETROIT 1, MICHIGAN  
TEMPLE 1-6760



**M. DEN BRAVEN**  
established 1912

SHEET METAL  
VENTILATING  
AIR CONDITIONING

9080 Alpine Avenue  
Detroit 4, Michigan  
WE. 3-7494-5-6

## THE DUNN - RAINEY COMPANY

### THIOKOL!

A Synthetic Rubber Base Sealer.  
AIR-FREE Cartridge eliminates hand mixing.  
AIR-FREE Material assures perfect bubble-free sealing.  
Ready for immediate pressure application.

**SAVES TIME ★ SAVES MATERIAL**

4461 W. Jefferson Ave.  
Detroit 9, Michigan  
Telephone TA. 5-7156

## Nelson Company

PLUMBING  
HEATING &  
AIR CONDITIONING  
SUPPLIES

WHOLESALE

Beautiful Plumbing Display Room  
Available for Architects and  
Their Clients

MAIN OFFICE  
and  
DISPLAY ROOM  
2604 FOURTH AVE., DETROIT  
WOodward 2-4160

ROYAL OAK  
GROSSE POINTE  
ANN ARBOR

CREATE

BEAUTY

BY USING

BEFORE SELECTING YOURS  
SEE

# FACE BRICK

## CENTURY BRICK COMPANY

14910 LINWOOD AVE. • DETROIT 38, MICHIGAN

See It At *Showcase, Inc.* Birmingham, Mich.

*On Top Since '79*  
**J. D. Candler**  
ROOFING COMPANY, INC.  
551 E. VERNOR HWY. • DETROIT  
D. W. CANDLER •

ROOFING AND  
SHEET METAL  
WORK  
INDUSTRIAL AND  
RESIDENTIAL  
NEW ROOFS—  
ASPHALT  
SHINGLES  
COMPLETE  
ROOFING AND  
SHEET METAL  
REPAIRS FOR  
OVER 81 YEARS





# BUILDERS & TRADERS EXCHANGE OF LANSING

LESTER E. SIMMONS, President  
B. E. BROWN, Vice President  
HAROLD V. MINNIS, Treasurer  
J. REVELL HOPKINS, Secretary



DIRECTORS: Albert E. Conrad, Bill E. Hanel, Richard L. Parisian, James F. Labbanz, G. Edward Madison, George L. Root. Architectural Representative, Robert A. Mattern, AIA.

## What Price Loose Specs?

CERTAIN CLAUSES USED ALL TOO FREQUENTLY by specification writers tend to impair the quality of specifications. It would be instructive to know how much of a premium owners are paying for such loose writing.

Among the clauses known to lead to trouble are the notorious "or equal"; "as approved by the contracting officer"; and "as directed by the contracting officer." None of these is really necessary. An experienced specification writer should be able to attain the same objectives with more specific language.

For example, on work for private industry, naming of acceptable brands is always preferable to "or equal." On government work a result almost as

good as giving brand names can be achieved by stating the performance standards that have to be met. Similarly, it is better to list the characteristics of an installation that will meet the approval of the contracting officer than to state vaguely that materials and equipment to be installed should be "as approved by the contracting officer." In addition, the need for approval often leads to construction delays and adds to costs.

In particular, the words "as directed by the contracting officer" should never be used. How is a contractor to know in advance what he is going to be asked to do and how can he estimate the cost of doing it? And how can he plan the

work if he doesn't know how many times the contracting officer may change his mind during its execution.

Such clauses may sometimes achieve desired results, but they almost always make construction more costly than necessary. If they don't encourage contractors to insert a contingency fee in their bids, they can be a basis for extras or lawsuits. They can also provide a loophole that permits a contractor to substitute materials or equipment inferior to those desired by the designers.

Perhaps if a price could be put on loose specifications, the bad writing practices would stop.

Engineering News-Record

## Don't Be a Donkey

NOW IT CAME TO PASS, a great Prophet once addressed a herd of Donkeys:

"What would a donkey require for a trip of three days?"—and they answered:

"Six bundles of hay and three bags of dates."

"That soundeth like a fair price, but I have, for only one of you, a three day journey, and I cannot

give six bundles of hay and three bags of dates, who will go for less?" Behold all stood forth.

One would go for six bundles of hay and one bag of dates.

Another for only three bundles and one bag.

Now one especially long eared donkey agreed to go for only one bundle of hay.

Whereupon the prophet replied:

"Thou are a disgrace to the herd,

and an ass. Thou canst not live for three days on one bundle of hay, much less undertake the journey and profit thereby."

"True," replied the ass, hanging his long ears in shame, "but I wanted to get the order."

MORAL:

He who cutteth price to get the order is an ass.

—Reprints

## Smith Fireproofing Co.

MASONRY CONTRACTORS

1335 E. STATE FAIR AVE.  
DETROIT 3, MICHIGAN  
TWINBROOK 3-3311

## SHAW, WINKLER, INC.

PLUMBING & HEATING

POWER PLANT  
INSTALLATIONS

VENTILATING  
AND  
AIR CONDITIONING

14855 Ward Ave., Detroit 27, Michigan

• VERmont 8-0500



## W. J. REWOLT CO.

*Mechanical Contractor*

MULTIPURPOSE ROOM ADDITION  
GROSSE POINTE UNIVERSITY SCHOOL  
Grosse Pointe Woods, Michigan

GOLD CUP ROOM  
WHITTIER HOTEL  
Detroit, Michigan

PLUMBING • HEATING  
VENTILATING • AIR CONDITIONING  
POWER PIPING

Walnut 3-8374

4220 Grandy Avenue • Detroit 7, Mich.

## Smith Bros. Electric, Inc.

Electrical Contractors

FEDERAL SAVINGS & LOAN ASSOCIATION OFFICES  
Mt. Clemens, Michigan

13922 SCHAEFER, DETROIT 27, MICHIGAN  
VERMONT 8-5880

## RUSS OLIVER CO.

Mechanical Contractors

MT. CLEMENS PUBLIC HOUSING, Mt. Clemens, Mich.

• Plumbing • Heating • Air Conditioning

3810 MYSTIC VALLEY DRIVE, BLOOMFIELD HILLS, MICH. • MI 4-0113-JO 4-5851

### FEDERAL SAVINGS & LOAN ASSOCIATION OFFICE BUILDING — Mt. Clemens, Michigan

Protected and Beautified by "TWIN-MILL BRAND WHITE BUTYL  
RUBBER ROOFING" Textured With White Marble Chips.

Michigan Distributors  
& Applicators

**BEN T. YOUNG COMPANY**  
19929 Exeter Ave., Detroit 3, Mich., TW 3-8272

## Michigan Drilling Co.

FOR

• Soil Test  
Borings  
For Foundation  
and Other  
Structures

• Complete  
Laboratory Testing  
  
• Diamond Core  
Drilling

14555 Wyoming Avenue  
Detroit 38, Michigan  
WEBster 3-8717

## J. H. HEBERLING ELECTRIC CO.

Electrical Contractor

GOLD CUP ROOM — Whittier Hotel  
Detroit, Michigan

• Industrial • Commercial • Institutional • Residential  
OFFICE: 1576 HAMPTON ROAD • GROSSE POINTE WOODS 36, MICHIGAN • TU 4-2110  
SHOP & WAREHOUSE 20844 HARPER AVE. • GROSSE POINTE WOODS 36, MICH. • TU 4-9220



# THE PRODUCERS' COUNCIL Inc.

NATIONAL ORGANIZATION OF BUILDING MATERIALS AND EQUIPMENT MANUFACTURERS

## Official Publication, Michigan Chapter

M. EUGENE HANNUM, President  
EMRYS L. WILLIAMS, Vice President  
EDWARD S. PARKER, Secretary  
EUGENE L. HAMBLETON, Treasurer

MARY EVARIAN, Recording Secretary  
17209 Wyoming Avenue  
Detroit 21, Michigan  
UNiversity 4-2664



### NEW WATER PROOFING MATERIAL FOR CONFIGURATED ROOFS

By M. E. HANNUM, Armstrong Cork Co.

A fluid-applied roofing material contributing to freedom from design restrictions has been introduced by the Building Products Division of the Armstrong Cork Company, Lancaster, Pa.

The product, called Armstrong F/A Roofing, was especially developed for weatherproofing commercial and institutional building roofs of unusual configuration and can be specified for any type of climate.

An elastomeric system, F/A Roofing's use is significant in the construction and maintenance of thin-shell concrete or plywood surfaces which form hyperbolic paraboloids, domes, or folded-plate roofs. It is also recommended for canopies, marquees, and similar building projections.

Application of F/A Roofing may be accomplished through any of three methods. These include application by air-operated, pressure-fed rollers, by hand rollers, and by conventional spraying equipment. The particular method

used will depend on the pitch and form of the roof. F/A Roofing will be continued in 5-gallon cans and 55-gallon drums and will be produced at the Company's manufacturing facilities at Lancaster.

The new product, unlike hermoplastic materials and mastics, remains stable and will not soften with heat or become brittle in colder weather. Applied in fluid form, the material cures rapidly to form elastic membranes which permanently adhere to the deck surface.

Because of its extreme light weight, F/A Roofing will provide reduced structural dead loads. With F/A systems, the protective membrane covering a surface will in most cases weigh less than 20 pounds per 100 square feet.

The product employs two compounds which are used in varying proportions, and are based on specially formulated synthetic rubber components which provide durability, ease of maintenance, and ease of application. The first com-

pound, designated F/A 400, is based on neoprene and serves as a primer base coat. The second, F/A 600, is based on Hypalon and provides weatherability and color for the surfaces.

Applications, including primer, base coats, and weather-color coats, will be in total recommended thicknesses of 20 dry mills. Hypalon-based F/A Roofing is made available in white to give maximum reflecting and cooling ability, and may be pigmented in other colors upon request.

Used in industrial applications other than roofing—gasketing, cable jacketing, coated fabrics—both neoprene and Hypalon have afforded excellent resistance to the effects of sunlight, ozone, heat, cold, excessive moisture, and other deteriorating influences.

The smooth surface provided by F/A Roofing simplifies detection and repair in the course of routine maintenance. Local areas may be renewed with additional material as required.

### FLOOR, GYMNASIUM FLOOR AND RECREATION AREA FINISHES

By A. G. HANN, Hillyard Floor Treatments

MORE AND MORE educational, hospitals, and industrial organizations are installing large wooden floor recreational areas.

Most of these floors are made of top-grade maple and should be finished with a good tough, durable finish that is resistant to wear, retain its light color, is non-skid, non-glare, and easily maintained.

The difference in the cost of better finishes as compared to the cheap finish is, percentage wise, very small as related to the cost of the entire wood floor.

Many architects are inclined to specify the names of two companies who produce finishes, without specifying clearly which of these company products are to be used. For example; most companies that make recreational Floor Finishes have about five grades, and the architect should specify exactly which grade he wants the floor contractor to bid on.

Gymnasium and general purpose floor finishes are made up of resins, dryers, leveling agents, and liquids such as tung oil, linseed oil, soybean oil. The combination of these raw materials and the processing of them, varies greatly.

Time and test only brings out the merit of individual products.

General purpose recreational finishes can now be purchased that have a Maple Floor Manufacturers abrasion test of 850 (the average commercial finish has a test of only 300), a Gardner color test of better than 10, produces no glare, and is a continuous smooth, non-skid surface that is easily maintained.

After an architect has investigated thoroughly, and decided on a product, he should not permit a substitute until he has found that the substitute material really compares in all ways, to the originally approved product.

**Stone Electric Co.**  
Electrical Contractors

BEST DESIGN OF 1960  
Annual Awards Program  
Detroit Chapter AIA

BECKWITH RESIDENCE  
Farmington, Michigan

WE. 3-2776

Commercial • Institutional • Industrial • Residential

8750 W. CHICAGO BLVD. • DETROIT 4, MICHIGAN





*Asphalt Paved Parking Areas Are Preferred*

**ASPHALT PAVING** is the modern type of pavement now used for parking areas, access roads, and driveways. Its economy and durability make it the preferred type of paved surface. Architects and engineers now specify **ASPHALT PAVING** for modern paving needs.

*For Quality Work Use Only the Contract Method Through Experienced, Pre-Qualified Contractors*

For Information and Specification Recommendations Write

## **MICHIGAN ASPHALT PAVING ASSN., INC.**

701 Prudden Bldg., Tel. IV. 2-0111, Lansing 16, Mich.

10460 W. 9 Mile Rd., Tel. LI. 8-1433, Oak Park, Mich.

## **R. E. LEGGETTE COMPANY**

Established 1933

### **Acoustical & Building Specialty Contractors**

CELOTEX Acoustical Products  
SANYMETAL Toilet Partitions  
CAFCO Sprayed Insulation and Fireproofing  
ACCORDION FOLDING DOORS  
MOVABLE OFFICE PARTITIONS  
VIN-L-FAB Metal Wall Coverings

9335 St. Stephens St., Dearborn, Mich. LU. 4-2000

JACKSON, MICH.

P.O. BOX 461  
STate 3-3989

SAGINAW, MICH.

P.O. BOX 604  
519 LYON STREET  
PLEasant 5-2057

**IT PAYS TO BUY HMS**  
(Heavy Media Separated)  
aggregates from

**American Aggregates Corporation**  
Michigan's largest producers of sand and gravel  
12500 Greenfield Road, Detroit, Michigan. VERmont 5-3050  
P.O. Box 728, Kalamazoo, Michigan • FRESide 3-1317

## **PALMER-SMITH COMPANY**

### **GENERAL BUILDERS**



TEMPLE 3-2114  
415 BRAINARD STREET  
DETROIT 1, MICHIGAN

## **Kasler Electric Co.**

### **ELECTRICAL CONTRACTOR**

MT. CLEMENS PUBLIC HOUSING PROJECT  
Mt. Clemens

CAPEHART FEDERAL HOUSING PROJECT  
SELFRIDGE AIR FORCE BASE

Michigan

Commercial • Institutional • Industrial • Residential

**WALnut 1-3532**

9145 EAST FOREST AVE., DETROIT 14, MICHIGAN

Transit Mixed  
Concrete  
Face Brick  
Sand and Gravel  
Complete Line of  
Building Supplies  
and Agents for  
Ceco Steel Sash

## **BOICE BUILDER'S SUPPLY**

Manufacturers of Brick — Block — Concrete

545 TELEGRAPH ROAD

PONTIAC 19, MICHIGAN

FEDERAL 5-8186

## **PHOTO ILLUSTRATORS, Inc.**

### **OFFICIAL PHOTOGRAPHERS MSA BULLETIN**

- Architectural
- Commercial
- Complete Photographic Services

51 Selden • Detroit, Michigan • Telephone TEMple 3-7600



# Products News

THE GREAT LAKES FABRICATORS ASSOCIATION held an informational breakfast session for architects and engineers on November 22nd at the Sheraton-Cadillac hotel in Detroit.

It was the second in a series sponsored by the Association to keep architects and engineers informed on current design, developments, and economies in the structural steel field.

An interesting and thought-provoking motion picture entitled "Men, Steel and Earthquakes" was shown by Bethlehem Steel Co. It depicted the essential use of steel in the construction of our buildings as a safeguard against earthquake destruction possible anywhere in the world. It showed by example the results of those buildings so constructed and those not, after an earthquake, and the constant efforts being made to study the latest techniques in steel fabrication to increase building preservation against the most severe vibrations.

Robert E. Wilmot, Manager Structural Shape Sales of Bethlehem Steel Co., gave a talk on "Recent Development in Structural Steel."

At the speakers table besides Wilmot were Russell Curtis, Jack Behen, David Pittman, Walter Willard, Clair Smith, James O'Neill, Dan Lind and Ralph Smith.

Among those at the meeting were William H. Odell, LaVern J. Nelsen, John O. Blair, Neil E. Warren, Carlisle Wilson,



**SHEET METAL CONTRACTOR'S ASSOCIATION OF DETROIT PRESIDENT'S DINNER, HELD AT THE HARMONIE CLUB, DETROIT, left to right: William J. Rettenmier, SMCAD; Industry Fund; Executive Secretary, Mr. & Mrs. Edward Krona, Mr. & Mrs. John Palen, Mrs. Gabor, Mr. & Mrs. Joseph H. Spitzley, President Ferdinand Bole, Jr. & Mrs. Bole, President SMCAD Industry Fund Kenneth L. Kimmel & Mrs. Kimmel, Mr. & Mrs. Henry Revei, Mr. & Mrs. Joseph Trunzo, Mr. & Mrs. Alfred Den Braven and Mrs. Rettenmier**

Walter F. Sheetz, Arthur O. A. Schmidt, Jack Mills, Erroll R. Clark, Robert F. Calder, Frank H. Wright, Robert W. Yokom, Byron H. Becker, Gaylord Watts, Ben Wood, Albert E. Schoerger, William Covey, Carl A. Scheuffler, Frank Klætkke, Ralph Eldred and many others.

G. L. F. A. is made up of the following companies:

Acorn Iron Works, Baron Steel Company, Calumet Structural Steel Company, Chapper Iron Works, Concrete Steel Corporation, Congress Steel Products Corporation, Davis Iron Works, Douglas Steel Fabricating Company, C. J. Glasgow Company, Haven-Busch Company, Macomber Detroit Sales Company, R. C. Mahon Company, Marine Steel & Welding Company, Mississippi Valley, Flint; Mississippi Valley, Lansing; Overhead Conveyor Company, Paragon Bridge & Steel Company, Redford Iron Works, Taylor & Gaskin, Inc., Unit Steel Corporation, Whitehead & Kales Company, Wiltse Brothers Corporation, Yeager Bridge & Culvert Company.

GEORGE E. FINES, INC., largest applicator of special finishes in the Great Lakes area, has acquired the following sales distributorships:

"Fluid Tile," a special polyester formulation manufactured by Cement Enamel Dev. Inc. (Plastics Division). This franchise covers the Great Lakes area and all Government installations.

"Epo-Liquid" (an epoxy) developed by George E. Fines in four formulations to solve unusual coating problems, and also as an economical permanent coating in lieu of ordinary finishes. Available in all states.

In addition, they have been named Regional Distributors for Cohyde vinyl wall fabrics as manufactured by Interchemical Corp. of Newark, N.J.

**DRAFTSMEN . . .** Have you entered the MSA-SMCAD Industry Fund Draftsmen's Competition? \$1000. in cash prizes. Complete details in this issue.

MEMBER



MARBLE INSTITUTE OF AMERICA, INC.

## WOLVERINE MARBLE CO.

DOMESTIC & IMPORTED MARBLES FOR ALL FINE BUILDING PROJECTS

BENJ. A. CAPP  
President

Michigan Society of Architects

TRAVERTINE FOR SHWAYDER RESIDENCE  
FAIRWAY HILLS DRIVE, FRANKLIN, MICHIGAN

OFFICE & FACTORY

14269 FLEMING AVE.

AT DET. T. R. R.

DETROIT 12, MICHIGAN

T O W N S E N D 8 - 7 1 1 3

Service  
Since  
1923



# Bulletin Board

"PUBLIC RELATIONS," in the Scandinavian language, has no equivalent, says Inger-lise Christiansen, deputy manager of PR for the Denmark Region of Scandinavian Airlines, so this is how it is explained.

If, when boy meets girl, he tells her how lovely she looks how much she means to him and how much he loves her, that is "Sales Promotion." If, instead, he impresses on her how wonderful he is, that is "Advertising."

But if the girl seeks him out because she has heard from others what a splendid person he is, that is "Public Relation."

REP. HOWARD W. ROBINSON (R., N. Y.) made a speech recently at a Kiwanis Club luncheon. The chairman, noting the crowd of photographers gathering in front of the rostrum as Robinson arose to begin, admonished:

Don't take his picture while he is speaking. Shoot him before he starts."

"WHY DOES A NATION—a whole people, and in the case of the Roman Empire, almost the whole of a civilization—fall into a steady decline that eventually means its total disappear-

ance from the stage of world history?

"You can find the answer in history—for in every case there seems to be a pattern, for the rise to success, for the fall to failure.

"As I see it, the historical cycle has always run: From bondage to spiritual faith; from spiritual faith to courage and then to freedom; from freedom to abundance, from abundance to selfishness; from selfishness to complacency; from complacency to apathy; from apathy to dependency, and from dependency back to bondage once more."—H. W. Prentiss, Jr., Chairman of the Board, Armstrong Cork Company. (We seem now to be back in the realm of apathy and heading for dependency . . . what do youth think?)—From MetroDe.

"THE ARCHITECTS of the future should be dynamic innovators and bold planners. Our graduates should be unabashed idealists, able to make people aware of the sad inadequacies of our homes, neighborhoods, and cities; able to stir them to insist on improvement; and able to present clearly to them sound and realizable alternatives.

". . . The question is not whether we can pay for good design, but whether we can afford not to have good design in the work we shall have to pay for in any case."—Dean Burnham Kelly, College of Architecture, Cornell University.

# Advertisers

Abstract & Tile Guaranty Co.	38
American Aggregate Corp.	46
Bartone, Carl & Sons	39
Bauer-Foster Floors, Inc.	40
Belden Brick Co.	20
Besser Co.	4
Boice Builder's Supply	46
Candler, J. D. Roofing Co., Inc.	42
Century Brick Co.	42
Cinder Block, Inc.	14
Den Braven, M.	42
Desco Metals Co.	22
Detroit Edison Co.	18
Detroit Sterling Hardware Co.	17
Dunn-Rainey Co.	42
Freeman, John H. Co.	42
Glazed Products, Inc.	15
Harlan Electric Co.	44
Kasler Electric Co.	46
Leggette, R. E. Co.	46
Levy, Edw. C. Co.	4th Cover
Mahon, R. C. Co.	16
McColl, Norman & Sons	36
Mercier Brick Co.	40
Metropolitan Electrical Contractors Assoc.	40
Michigan Asphalt Paving Assoc.	46
Michigan Consolidated Gas Co.	3rd Cover
Michigan Drilling Co.	44
Moors, William Concrete Products, Inc.	2nd Cover
Nelson Co.	42
Oliver, Russ Co.	44
Palmer-Smith Co.	46
Photo Illustrators, Inc.	46
Portland Cement Assoc.	2
Rewoldt, W. J. Co.	44
Russell Hardware Co.	37
Shaw, Winkler, Inc.	43
Sheet Metal Contractors Assoc.	
of Detroit Industry Fund	22
Silbrico Corp.	38
Smith Bros. Electric, Inc.	44
Smith Fireproofing Co.	43
Stevens, Frederic B., Inc.	48
Stone Electric Co.	45
Turner Engineering Co.	21
Utley, J. A. Co.	40
Wolverine Marble Co.	47
Young, Ben T. Co.	44
Zonolite Co.	38

MSA-SCMAD Industry Fund Draftsmen's Competition . . . Total \$1000. in Cash Prizes. Read about it in this issue of the Bulletin.

# ARCHITECTS CONTRACTORS

*Stevens provides quick delivery at reasonable prices on these top quality building materials*

## BRICK

Michigan's widest selection of brick. Large local stock.

## SOLAR SCREENS

Glazed, Unglazed and Terra Cotta.

## MASONRY SAW BLADES

A blade for every purpose. Saws for rental or sale.

## ANTI-HYDRO

Waterproofing, floor hardening, dustproofing, silicone surfacing and concrete accelerating.

## SURE KLEAN

For all types of masonry and stain removing.

## SALT GLAZE

Brick size, tile size and partition.

## CERAMIC STRUCTURAL GLAZED TILE

From leading manufacturers in all sizes and colors.

## ACOUSTICAL TILE

Structural glazed in 5 x 12 and 8 x 16 units.

## TERRA COTTA

In both Ceramic Veneer and Architectural. Robco Vitri-Neer.

## QUARRY TILE

Wide variety of sizes and shapes. Also with abrasive surface, waxed and safety treads.

## HOLLOW METAL DOORS, FRAMES AND HARDWARE

A hollow metal door for every purpose. New Stev-a-Dor package door unit including door, frame and hardware is immediately available from stock in a wide range of standard sizes.

## SEWAGE UNDERDRAIN FILTER

## BOTTOM BLOCK

Glazed vitrified.

## FLOOR BRICK

A full line—smooth, abrasive, acidproof, non-skid and other types.

## CONCRETE ACCESSORIES

Full line includes wall ties, mesh reinforcement and other items.

## CONCRETE COLUMN MOLDS

Round steel or fibre column molds, fibre shaft forms, drop heads, steel clamps.

## METAL PARTITIONS

A complete line of metal toilet partitions in a variety of sizes and styles.

CALL, WRITE OR VISIT TODAY. BUILDING MATERIALS DEPARTMENT

frederic b.

**STEVENS, inc.**

TAshmoo 5-0725

1800 18th STREET AT VERNOR HIGHWAY



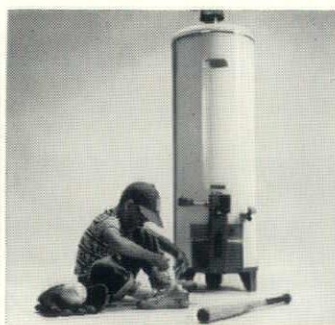


## In Michigan, nearly everybody cooks with gas

**ALL-GAS HOMES MAKE GOOD SALES SENSE.** Let's face it. Features that home buyers know, like and accept help sell homes. And an all-gas home is one of the most important features. Never

forget—more Michiganders use gas for heating, cooking and water heating than any other fuel. Make yours all-gas homes.

**MICHIGAN CONSOLIDATED GAS COMPANY**



*In heating, cooking, water heating, clothes drying, refrigeration and incineration, you get—*

**So much more for so much less—GAS *naturally***

Tune in "BUSINESS BAROMETER"—WJR, Monday through Friday—6:50-7:00 P.M.



# SETTING THE PACE IN DETROIT ARCHITECTURE . . .

## SLAG CONCRETE

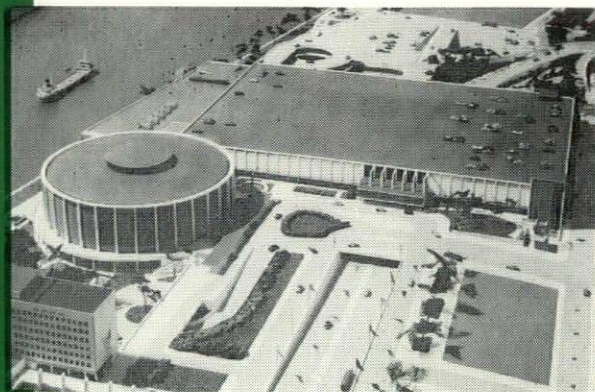
*Slag* has been a preferred aggregate for concrete for many, many years. Here's why! Slag aggregate is 99% free of deleterious materials; Slag aggregate and cement are very similar chemically—they have a "liking" for each other, thus helping to develop higher strengths; Slag particles crush into rough, cubical shapes that provide the excellent bond that any good aggregate must have with mortar; Slag concrete has no equal for fireproofing encased girders and beams having been born in the extreme temperatures developed in the blast furnace; Slag concrete will weigh approximately ten pounds less per cubic foot than natural aggregate concrete. You too can obtain the best possible results in concrete through the use of Blast Furnace Slag. SPECIFY AND INSIST ON SLAG. IT COSTS NO MORE.



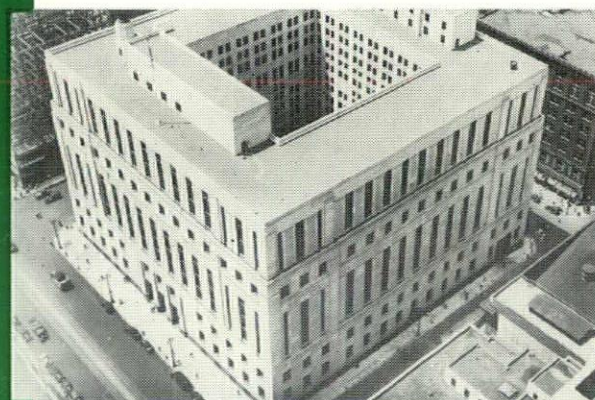
**EDW. C. LEVY CO.**

PIONEERS IN QUALITY AGGREGATE

MAIN OFFICE: 8800 DIX AVE.



COBO HALL — 1960  
built with SLAG concrete



FEDERAL BUILDING — 1932  
built with SLAG concrete



FORD CENTRAL STAFF BUILDING — 1955  
built with SLAG concrete